Universitas **Esa Unggul**

Smart, Creative and Entrepreneurial

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Metodologi Penelitian
Pertemuan 5
Exploring Qualitative Approach

EXPLORING QUALITATIVE APPROACH

Mengupas pemahaman mengenai penelitian kualitatif: Tujuan/ intensi, serta pendekatan terhadap data (jenis dan proses pengumpulan) dan proses analisis.

EXPLORING

QUALITATIVE APPROACH

Qualitative

A formal, objective, systematic process in which- findings **not** arrived at by means of statistical procedure or other means of quantification (Strauss-Corbin, 1990)

Explore topics in more depth and details

Flexible in terms of location and timing

Qualitative Approach is used when research is…

Creswell, J. W. 1994. Research Design: Qualitative and Quantitative Approaches. CA: Sage Publications.

To explore a topic or an idea (exploiting, creating, developing, or designing)

To describe an event or a phenomenon

To gain insights into a target's life-style, culture, motivations, behaviors, and preferences

To understand reasons

To collect input from various sources

To explore meanings of an object or event

Qualitative
Method of Collecting Data

Creswell, J. W. 1994. *Research Design: Qualitative and Quantitative Approaches*. CA: Sage Publications.

Marshall, C – Rossman, G. 1980. *Designing Qualitative Research*. CA: Sage Publications

Glesne, C – Peshkin, A. 1992. *Becoming Qualitative Researchers*: An Introduction. NY: Longman

Robson, Colin. 1993. Real World Research. Oxford, UK: Blackwell Publishers

Berelson, Bernard. 1952. *Content Analysis for Communication Research*. NY: MacMillan Publishing

interview

structured
unstructured
directed storytelling
focus group discussion
role playing

observation

participatory
(shadowing, undercover)
non participatory
(contextual inquiry)

content
analysis

thematic

indexing

quantitative-descriptive

Interview

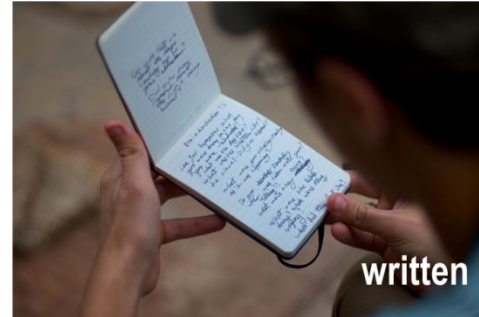issue, object, condition

subject
(pihak yang diwawancara)

interviewer
(pihak yang mewawancara)

structured interview

questions are predetermined to direct answers or verbal descriptions

pertanyaan sudah tersusun untuk mengarahkan jawaban atau deskripsi verbal

notes (transcript)

written


recorded

requirement

sources should be **credible**
knowledge-able, maybe
limited (in number)
able to be **confirmed**

UN structured interview

questions are freely determined to have 'natural' and non bias answers or verbal descriptions

pertanyaan dilontarkan secara 'bebas' tanpa mengikuti susunan baku untuk mendapatkan jawaban 'alamiah' dan tidak bias

notes (transcript)
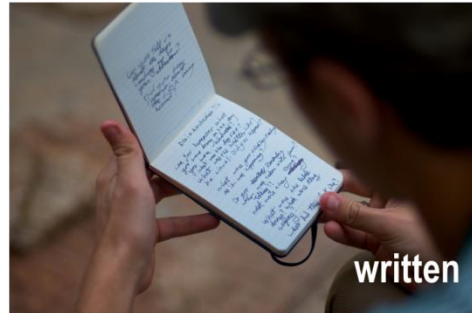

written

recorded
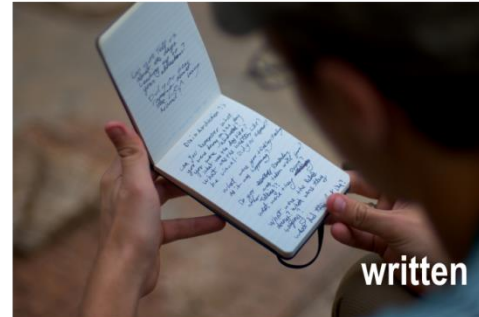
requirement

sources can be **multiple**
  knowledge-able
may **vary** (experties level)
be able to be **confirmed**

directed storytelling

questions are determined to direct subject's first hand answers or verbal descriptions related to their experiences

pertanyaan disusun untuk mengarahkan jawaban 'langsung' terkait pengalamannya

notes (transcript)

written

recorded

drawing

requirement

sources should have **direct experiences**
knowledge-able
maybe **limited** (in numbers)

focus group
discussion

questions are given to direct explored answers or verbal descriptions in a group of categorized subjects via moderated discussions. Results came as ideas, understandings or suggestions [10-12 subjects with diverse background)

pertanyaan diberikan utk mencari jawaban melalui diskusi kelompok yg terdiri dari subyek dg LB beragam menggunakan moderator. Hasil dapat berupa ide, pemahaman, atau masukan (dari 10-12 subyek)

notes
(transcript)

written

recorded

drawing
THE END
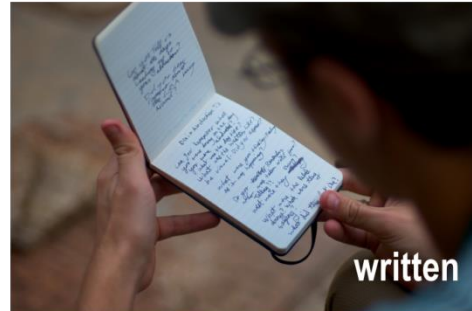
requirement

sources should be **diverse**, willing to **share**, may **vary**
be **able to respon** (to Q's)

Observation

observer

factual condition
actual interaction
identified relation

participatory
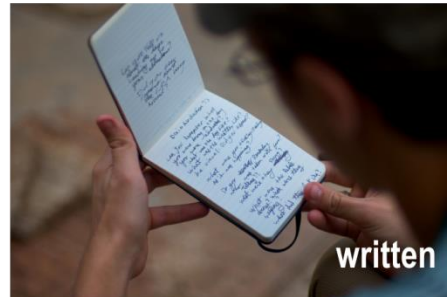
non participatory

environment

object / things

people

source

participatory observation

observing people responds, reactions, or behavior by directly participate in their routines / activities (customs, rituals, etc)

melakukan observasi / pengamatan atas respon, reaksi, atau perilaku manusia dengan cara terlibat langsung dalam kegiatan atau aktivitasnya (kebiasaan, ritual, dsb)

notes (transcript)

written

recorded

visual data

photos

drawing

requirement

sources should be well **defined**

shadowing [without intervening]

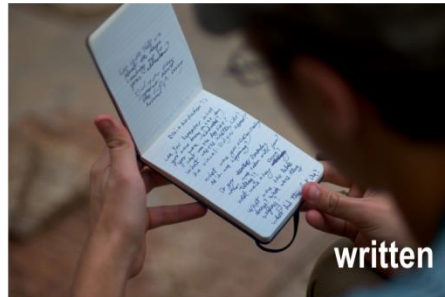**undercover** [directly intervening]

participatory observation

observing people responds, reactions, or behavior by directly participate in their routines / activities (customs, rituals, etc)

melakukan observasi / pengamatan atas respon, reaksi, atau perilaku manusia dengan cara terlibat langsung dalam kegiatan atau aktivitasnya (kebiasaan, ritual, dsb)

notes (transcript)

written

recorded

visual data

photos

drawing

requirement

sources should be well **defined**

shadowing [without intervening]

undercover [directly intervening]

Sample of
Non Participatory
Analysis of
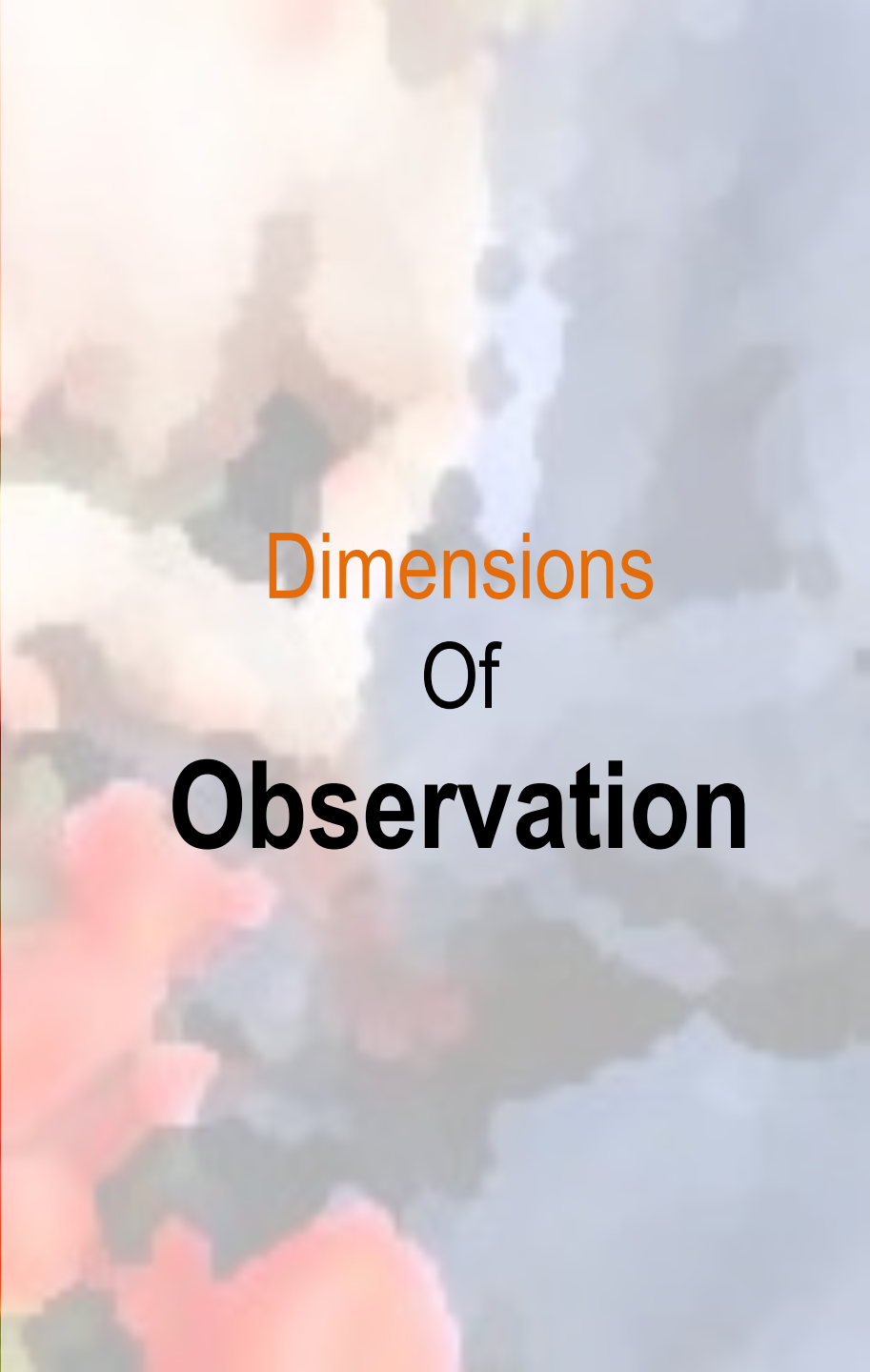Observation

	always open e-gate swing-door	open when needed e-gate wide swing-door	normally close no-gate swing-door
	staff entrance/exit	main entrance/exit	main entrance/exit	emergency door

- Wide-swing door = heavy
- As the door will close mechanically, users look for the easiest path to enter

Syarief, Achmad. 2000. Observing ASU Hayden Library Entrance. Assignment Paper for DSC624 Qualitative Method in Design Research. School of Design, Arizona State University: AZ, USA

Dimensions
Of
Observation

dimension of observation	explanation
space	layout of physical settings: rooms, outdoor spaces, environment, etc.
actors	names and relevant details of the people involved
activities	various activities of the actors
objects	physical elements: types, materials, functions, etc
acts	specific individual actions
events	particular occasion: meetings, rituals, works, etc
time	sequence of events
goals	what actors are attempting to accomplish
feelings	emotions in particular contexts

Content Analysis

content analysis

technique for the classification of sign which relies upon judgment on the basis of explicitly formulated rules....not necessarily within domain of textual analysis but also to others such as visual drawings (adapted from Janis, 1949: 55) in Stemler, 2001).

teknik pengklasifikasian tanda yang didasarkan pada penilaian (judgment) atas aturan formulasi yang ditetapkan secara eksplisit, tidak hanya untuk analisis dalam domain teks tetapi juga untuk kodifikasi lain seperti gambar atau imej

thematic identification

indexing

written

quantitative description

photos

drawing

thematic identification

identifying themes or major ideas in a text (incl field notes, newspaper articles, films, and even TV shows

proses mengidentifikasi tema atau gagasan utama dari sebuah text

notes (transcript)

photos

requirement

theme and object of analysis should be well **defined**

indexing

identifying keywords or essential context of a word in a text, including films, images, newspaper articles, novel, or poems

proses identifikasi kata kunci atau konteks esensial dari sebuah kata dalam teks (termasuk film, images, newspaper article)

notes (transcript)

written


recorded

drawing
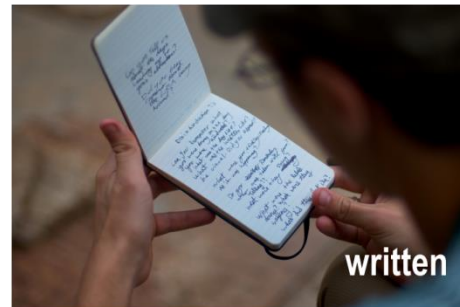
requirement

context and object **of analysis should be** well defined

quantitative description

identifying frequencies of a word or or element appear in a text (incl newspaper articles, novel, poems, papers, films, storybook, etc

proses identifikasi frekuensi (seberapa banyak/sering) sebuah kata atau elemen muncul dalam sebuah teks

notes (transcript)

written

recorded

drawing
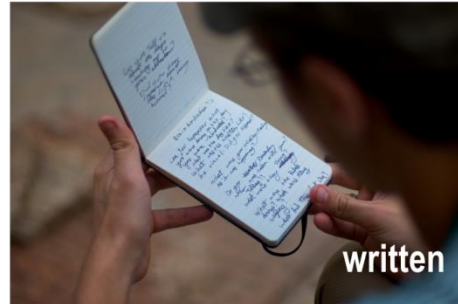
requirement

word and/or element should be **well defined**

Sample of
Qualitative Research in
Design Studies

Enhancing Local Designers Skill in Rattan Furniture Industries in Cirebon through Comprehensive-Design Approach Regarding Buyers' Dependencies Prevention

Figure 12 Reverse drawing and memory recalling.

Figure 16 Prototyping.

**Figure 17** Design catalog for exhibition.

Sadum: Traditional and Contemporary

Figure 7 Sadum woven with synthetic threads in gold, red, and brown colors with beads interwoven into its weavings. Also applying embroidery at each weaving ends
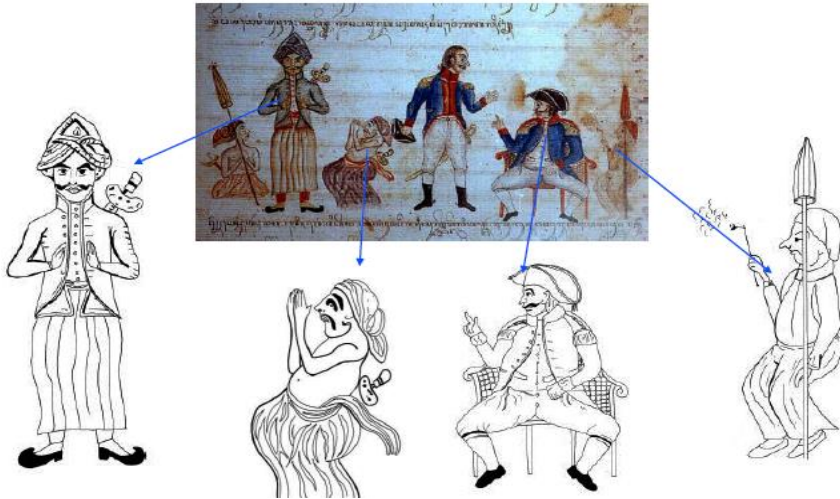

Figure 8 Sadum with embroidery in its edges as a finishing touch. Cotton, synthetic yarn, beads. 2008.

intervene process → object ⟶ result

review process → object ⟶ result
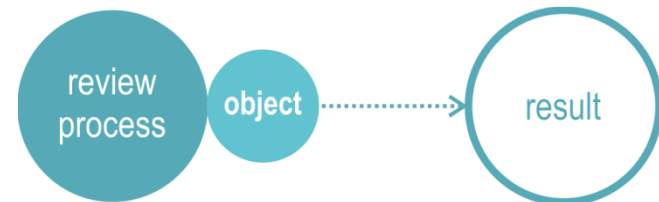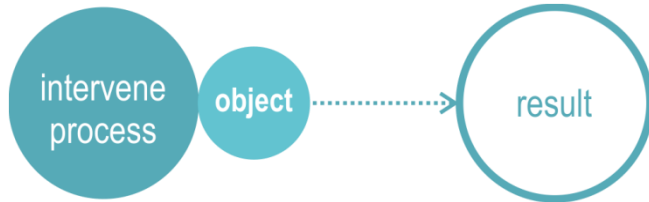
Karakter Visual dan Gaya Ilustrasi Naskah Lama di Jawa (Periode 1800 – 1920)

Penggayaan wujud manusia dalam Ilustrasi dengan gaya realis (cara wimba dan sikap tubuh menyiratkan pesan tersamar)

Hidden-Order dan Hidden-Power pada Ruang Terbuka Publik

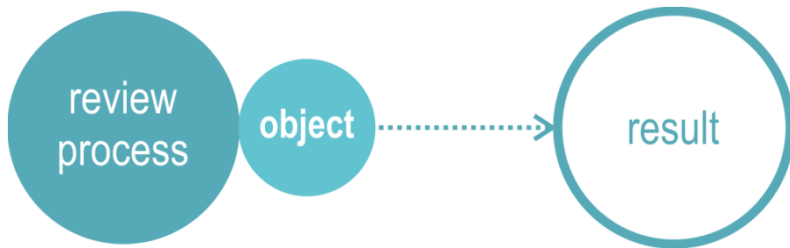Studi Kasus: Lapangan Cikapundung, Bandung

Area yang diberi arsir adalah lokasi tempat kegiatan berlangsung

Lokasi : Jl. ABC

review process → object ┈┈> result

observational process → object ┈┈> result

Common Methodology of Qualitative Modes

Study of structures of consciousness as experienced from the first-person point of view (Stanford Encyclopedia of Philosophy, 2008)

Appearances of things; things as they appear in our experiences

Thought
Imagination
Emotion
Desire
Volition (:: intention, choice, preference)

Look for conscious experiences and their 'conditional' intentions

Phenomenology

The purpose of the phenomenological approach is to illuminate the specific, to identify phenomena through how they are perceived by the actors in a situation. Lester (1999)

Tujuan penelitian fenomenologi adalah untuk menyorot dan mengidentifikasi fenomena (sebagai sesuatu yang khusus) dari kacamata para aktor/subyek yang mengalami situasi tersebut

interview
participatory
observation

written

recorded

photos

drawing

THE END

Phenomenology is concerned with the **study of experience** from the perspective of the individual, 'bracketing' taken-for-granted assumptions and usual ways of perceiving.

ETHNOGRAPHY

Study of socio-cultural phenomena through detail observations of what people actually do (Johnson, 2000: p 111)

Subjective and collective understandings of cultural phenomena of a community

Descriptive
Cultural immersion (:: involvement)
Induce theory

Ethnography

The purpose is to provide a detailed, in-depth description of everyday life and practice (Geertz, 1973)

Focus of ethnographic research is cultural construction of experience

Tujuan penelitian etnografi adalah untuk menghasilkan (membahas) deskripsi rinci and mendalam tentang kehidupan dan praktika hidup sehari-hari

Fokus penelitian etnografis adalah konstruksi kultural dari pengalaman (berinteraksi)

interview
participatory
observation

written

recorded

photos

drawing

macro
view

micro
view

etic
view

emic
view

Macro   Study of broadly-defined cultural groupings

Sunda, Jawa, Indonesia

Micro   Study of narrowly-defined cultural groupings

Anggota dewan, penegak hukum

Emic   Study on how members of given culture perceive their world

Tetua adat, pemuda, ibu-ibu

Etic   Study on how non members of given culture perceive the world of particular group

Keluarga jauh, kelompok lain

A Visual Ethnography of the World's Last Living Nomads
by Maria Popova

.............what we can learn about climate change from Inuit whale hunters.

contextual interview

Users should be interviewed in the **context** where the activity happens.

Treat the interviewed as the **'expert'**

Always **verify** their assumptions with users

Should made in **informal chat** (avoid a set of fixed questions such as questionnaires).

Encourage participants to show and tell, access participants previous experience or envision the future using **storytelling**, avoid technical discussions.

sample of contextual **interview**

Research Approach in Re-Designing Shopping Cart

Pustaka

- Sjarif, Ahmad., MSD, PhD, DIKTAT PERKULIAHAN METODOLOGI DESAIN, Pasca Sarjana, Universitas Trisakti, 2015