

# RESEARCH DESIGN

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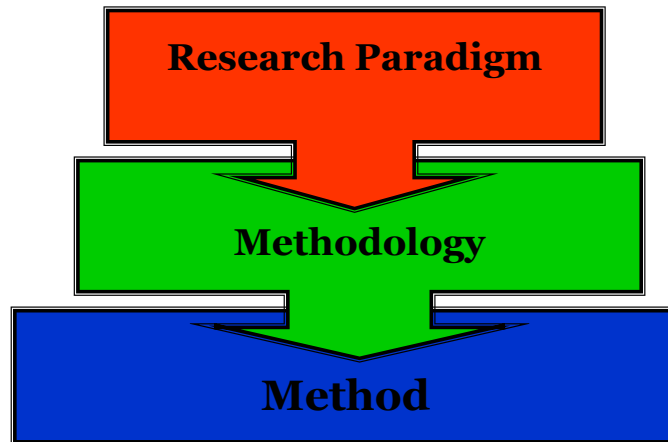
## Introduction

- As a scientific process, research should be designed very carefully with regard to academic acceptance. Designing research is not a simple process because it involves a number of related stages
- Unfortunately, several scholars indicate that quite often researchers demonstrate a lack of awareness of the need to provide a rationale behind the selected research design.

## Introduction

- They tend to simplify the research process by moving quickly into an explanation of **the research methodology**, or even just the **research method** without discussing the philosophical underpinnings of the research; namely **the paradigm**. However, the paradigm has a fundamental role and determines the research process as a whole.
- Firestone (1990: 106) argues that *“paradigm assumptions determine research strategy”* or as Lincoln (1990: 81) states, *“the adoption of a paradigm literally permeates every act, even tangentially, associated with inquiry”*.

## Research Process



## Research Paradigm

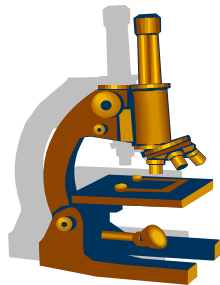
- **Paradigm:**
  - A fundamental or broad view of life that affects the way particular aspect of reality are understood (Burrell & Morgan, 1979)
  - General perspective or way of thinking that reflects fundamental beliefs and assumptions made about the nature of something (Kuhn, 1970)
  - Patton (1990) defines a paradigm as a 'world-view' or way of breaking down the complexities of the real world (Also see Creswell, 2009)
  - A basic set of beliefs that guide action (Guba, 1990)

## The Role of Research Paradigm

- Research paradigm → **how researchers view the world, how they relate to the object studied, & what they see as the nature of reality.**
- The paradigm shapes the research at its most basic level

## Positivist or Interpretive?

- Two main paradigms:
  - **Positivism/ Functional**
  - **Interpretive/ Constructivism**



## Positivist/ Functionalist Paradigm

- Reality of social world is:
  - 'Out there'
  - Real
  - Objective
  - Measurable
  - Independent of human consciousness
  - Rest on order
  - Governed by strict, natural & unchangeable laws
  - Can be understood through experiences

*“Positivists believe that all members of society perceive reality in the similar way because they all share the same meaning ”*

## Interpretive/ Constructivism Paradigm

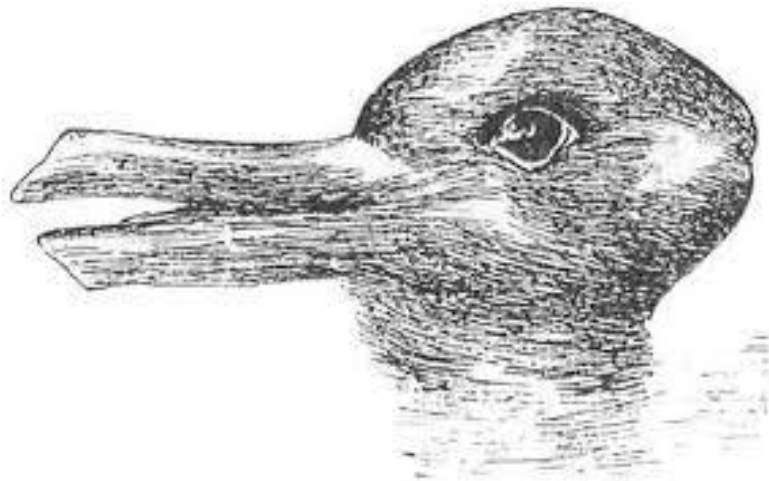
- Reality of social world is:
  - In the mind of people
  - Internally experienced
  - Subjective
  - Socially constructed by individuals
  - Interpreted through the actors

*“Interpretivists believe that a reality consists of multiple realities. There are the hidden meaning behind something”*

What Do You Think?



What Do You Think?



## What Is Your Choice?

- *Should we bring our feeling, perception, opinion, prejudice, hypothesis into the research field?*

or


- *Just let realities tell what really happened in the research field; While our jobs are watch, listen, write, construct and report*

## Methodology

*Methodology is “a model, which entails theoretical principles as well as a framework that provides guidelines about how research is done in the context of a particular paradigm” (Sarantakos, 1998: 32)*

A methodology should be able to translate the research paradigm selected into a set of principles that show how the subject being studied can be approached, explored and explained.

## Quantitative or Qualitative?

- Two main research methodology:
    - Quantitative
    - Qualitative
- 
Mixed Methodology



## Quantitative Methodology

- Quantitative associated with positivist, realist, objectivist, & empiricists.
- Quantitative research emphasized on “establishing causality, hypothesis testing, operationalization of concepts, and large sample testing”
- The essence of quantitative research is “focus on theory driven, hypothesis testing, and generalisation producing perspective”



## Qualitative Methodology

- Qualitative associated with relativist, constructivist, interpretive, subjective.
- Qualitative researches are conducted to understand phenomena being studied within natural setting, data driven process, and to generate theory.

## Quantitative or Qualitative?

- No one methodology is better than other. Both types of methodology are important in investigating phenomena being studied although they are suitable for different types of inquiry
- Both methodologies are good and right depend on some circumstances. Neuman (2003) defined them as a complement counterpart.
- Considerants for choosing methodology:
  - Research paradigm
  - Research questions
  - The maturity of theory

## Quantitative or Qualitative?

- Crotty (1998) proposed a methodology utilising both methodologies called as **‘mixed methodology’** or as Taylor (2000) called **‘integrative method’**.
- Poggenpoel et al. (2001) suggested implementation of qualitative research strategies should be as prerequisite for quantitative strategies.

### COMPARING QUALITATIVE & QUANTITATIVE RESEARCH

Qualitative Research	RESEARCH ASPECT	Quantitative Research
Discover Ideas, with General Research Objects	COMMON PURPOSE	Test Hypotheses or Specific Research Questions
Observe and Interpret	APPROACH	Measure and Test
Unstructured. Free Form	DATA COLLECTION APPROACH	Structured Response Categories Provided
Research is intimately involved. Results are subjective	RESEARCHER INDEPENDENCE	Researcher uninvolved Observer. Results are Objective
Small samples –Often in Natural setting	SAMPLES	Large samples to Produce Generalizable Results [Results that Apply to Other Situations]

SHAYA'A OTHMAN

## Why Qualitative?

- Qualitative study allows researchers to investigate perspective that are often beyond the reach of quantitative study.
  - qualitative studies are able: to explore complexity that are beyond the scope of more controlled approaches;
  - to get under the skin of a group or organisation to find out what really happens –the informal reality which can only be perceived from inside;
  - to view the case from the inside out: to see it from the perspective of those involved.

## Why Qualitative?

- A qualitative methodology has a very strong foundation to be employed in the '*Indonesian Studies researches*' since they are not developed very well.
- Most of social knowledge/ theories are come from western societies, however, Indonesia has a culture and context which is very different from the west.
- This needs to be taken into consideration and should provide a deeper understanding of if and how those theories/ knowledge is operationalized in Indonesia.

## Research Method

A guideline in how researchers collect, analyze, and interpret the data within a specific research methodology



## Methods in Quantitative Research

### *a. Survey Research*

provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population.

### *b. Experimental Research*

seeks to determine if a specific treatment influences an outcome.

## Methods in Qualitative Research

<b>Ethnography</b>	<b>the researcher studies an intact cultural group in a natural setting over a prolonged period of time by collecting, primarily, observational and interview data.</b>
<b>Grounded theory</b>	<b>the researcher derives a general abstract theory of a process, action, or interaction grounded in the views of participants.</b>
<b>Case Study</b>	<b>the researcher explores in depth a program, event, activity, process, or one or more individuals.</b>
<b>Phenomenological research</b>	<b>the researcher identifies the essence of human experiences about a phenomenon as described by participants.</b>
<b>Narrative research</b>	<b>the researcher studies the lives of individuals and asks one or more individuals to provide stories about their lives.</b>

## Methods in Mixed Method

<b>Sequential mixed methods</b>	<b>the researcher seeks to elaborate on or expand on the findings of one method with another method.</b>
<b>Concurrent mixed methods</b>	<b>the researcher converges or merges quantitative and qualitative data in order to provide a comprehensive analysis of the research problem.</b>
<b>Transformative mixed methods</b>	<b>the researcher uses a theoretical lens as an overarching perspective within a design that contains both quantitative and qualitative data.</b>

## Data Collection in Qualitative

- Purposive Sampling
- Interview (main data) → supported by secondary data
- Natural setting (no contamination of theory)
- Open-ended unstructured or Open-ended semi structured interview
- Respondents free to answer based on their experiences related to subject being studied

## Data Analysis in Qualitative

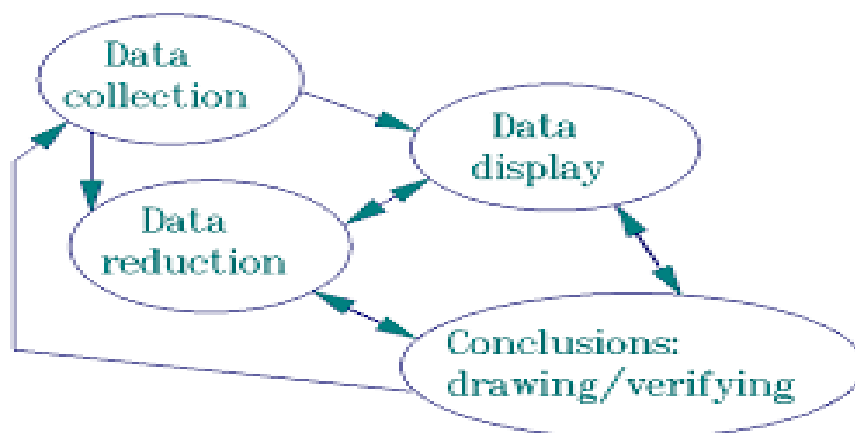


Figure: M&H's Components of Data Analysis

## Qualitative Data Analysis

