

QUALITATIVE DESIGN IN POLITICAL COMMUNICATION RESEARCH, SURVEYS AND PUBLIC OPINION

Ambia B. BOESTAM¹, Hafied CANGARA², Marlinda IRWANTI³, ⁴Azizah Des DERIVANTI⁴

^{1,3}Sahid University, Jakarta, Indonesia

²Hasanudin University, Makasar, Indonesia

⁴Faculty of Social Politics and Sciences Nasional University Jakarta, Indonesia

Corresponding author: Ambia B. Boestam

E-mail: ambia.boestam@yahoo.com

Volume: 4
Number: 5
Page: 1369 - 1377

Article History:

Received: 2023-08-21

Revised: 2023-09-05

Accepted: 2023-09-16

Abstract:

Differences in perspective, scientific background, and understanding of a researcher often become a paradigm that will affect the methods used in compiling design research, which leads to how to formulate problems, determine data collection techniques, analyze data, and so on. This article discusses how the grounded theory method is applied in political communication research, surveys, and public opinion with a qualitative research approach. Qualitative research using the grounded theory method starts from the data to reach a theory. It does not start from a theory or test a theory, so in grounded theory research, it is necessary to have various procedures or steps that are systematic and well-planned. Researchers observe, collect, and organize data and form theories from the data simultaneously. One of the essential techniques in grounded theory research is the constant comparison process in which each piece of data is compared with all other data one by one. The grounded theory method is applied in political communication research, surveys, and public opinion with a qualitative research approach, starting from the data to reach a theory and not starting from a theory or testing a theory. One of the essential techniques in grounded theory research is the constant comparison process. fixed) where each data is compared with all other data one by one.

Keywords: Qualitative Design, Communication Research, Survey, Opini Public

Cite this as: BOESTAM, A. B., CANGARA, H., IRWANTI, M., DERIVANTI, A.D. (2023). "Qualitative Design in Political Communication Research, Surveys and Public Opinion." International Journal of Environmental, Sustainability, and Social Science, 4 (5), 1369 - 1377.



INTRODUCTION

The methods used in compiling design research lead to formulating problems, determining data collection techniques, analyzing data, and so on. Design research consists of two words that have separate meanings but become an inseparable unit in the research methodology. Etymologically designed research can be understood as a framework used to carry out research. This explanation illustrates that the research design is the basis for research because the proper research design will produce effective and efficient research. This type of qualitative research involves several methods, such as phenomenology, grounded theory, case studies, ethnography, and action research. Of the several qualitative research methods, most of the research methods used are grounded theory because this research is a method that can be applied to various phenomena considering the research objectives are directed at strengthening a theory, so grounded theory is a systematic qualitative research procedure, in which the researcher explains concept, process, action, or interaction of a topic at a broad conceptual level.

The application of grounded theory research design in political communication research, surveys, and public opinion is one of the right choices, considering that political communication surveys and public opinion have a high tendency to change, so it is necessary to involve researchers in order to understand the condition of a context by directing a detailed description and in-depth about the portrait of conditions in a natural context (natural setting), about what happened according to what was in the field of study.

The grounded theory approach is a general methodology of analysis related to systematic data collection that is applied and uses a series of methods to produce an inductive theory about the substantive area. So, implementing qualitative research using the grounded theory method contrasts quantitative research in general, which starts from conceptual theory to empirical studies. In contrast, grounded theory starts from empirical studies based on the data obtained, leading to conceptual theory. Grounded theory research design is a set of procedures used to develop a theory that explains a process regarding a substantive topic. Grounded theory research is suitable for explaining phenomena processes or formulating a general theory about a phenomenon that existing theories cannot explain.

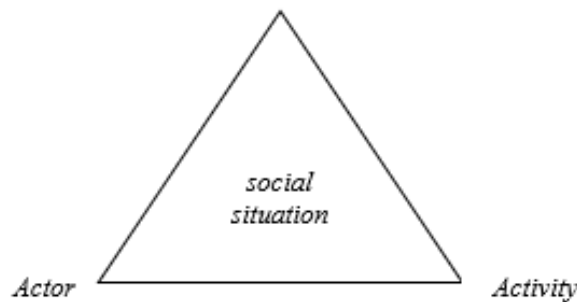
Previous studies that applied grounded theory as a research method for political communication, surveys, and public opinion stated that humans have yet to realize that the benchmarks used are artificial, so new conceptions of life have not been felt in the living system itself. The life that humans feel is only a life that is visible on the surface without understanding its depth and content. Therefore, the problem is only seen as a different aspect of the same crisis. According to Capra, this shows that humans are experiencing a perception crisis caused by themselves, especially in viewing a reality, where reality is a mystery, a phenomenon that can be obtained through thinking that leads to the search for an essence of life. The perception crisis in question is the contamination of researchers by a theory so that they are trapped in the tendency of verification studies that force the empirical level to conform to the theoretical, conceptual level, which is dangerous for revealing the root cause of the phenomena found in the field.

The concept in qualitative research is exploration to understand the meaning of individual and group behavior, describing social or humanitarian problems. The research process includes making questions and procedures that are still temporary, collecting data in participant settings, analyzing data inductively, building partial data into themes, and then providing interpretations of the meaning of data. The last activity is to make the report into a flexible structure.

In its application, this qualitative research is inseparable from the following five characteristics:

1. The researcher is the critical instrument Conducted in natural conditions, directly to the data source.
2. Qualitative research is more descriptive. The data collected is in words or pictures, so it does not emphasize numbers.
3. Qualitative research emphasizes the process rather than the product or outcome.
4. Qualitative research conducted inductive data analysis.
5. Qualitative research emphasizes meaning (data behind what is observed)

As for the characteristics of qualitative research, methods are carried out intensively; researchers participate in the field for a long time, record carefully what happens, conduct reflective analysis of various documents found in the field, and make detailed research reports. Qualitative research methods can be used in the smallest scope, namely in social situations (single social situations) to complex wider communities through the linkage of actors, places, and activities, which are described as follows:



Source: Erickson in Susan Stainback (1988)

Figure 1. Picture of the Relation of Aspects in Qualitative Research

Findings in qualitative research can be simple to complex and occur in single or multiple events, small or large. When viewed from the level of explanation, qualitative research can produce descriptive information, namely providing a comprehensive and clear picture of the social situation being studied, comparative events from one social situation to another or from a specific time to another, and being able to find patterns in the social situation. The relationship pattern between specific and other aspects can find hypotheses and theories. The result of qualitative research is the highest if it can find theories or laws, and the lowest is if it is still descriptive.

METHODS

The research method used is a qualitative approach. At the same time, qualitative research emphasizes words and collects detailed information. In this study, the author uses descriptive qualitative research to describe the characteristics of an individual, condition, symptom, or specific group; descriptive research can be carried out in the laboratory/library or the field. This type of research is a literature study where the data sources are obtained from legal products, journal articles, related documents, and mass media sources.

Grounded Theory Method Research Stage. The qualitative research procedure using the grounded theory method consists of several stages simultaneously. The stages begin with formulating the problem until the last stage, namely, concluding or writing a research report.

Problem formulation stage. The substance of the problem formulation in the grounded theory method is general. That is, it is still in the form of questions that provide freedom in exploring various phenomena broadly and precisely but have not yet arrived at an affirmation of what variables are related to the scope of the problem and which variables are not related. The type of relationship between the variables also does not need to be made explicit in the formulation of the problem.

The formulation of the problem in grounded theory research is prepared in stages. The formulation of the problem at an early stage before data collection is carried out is broader or general, with the intention that the problem formulation is used as a guide in data collection activities. After the general data has been collected, the problem formulation is further narrowed. It focuses more on the nature of the data collected to be a guide in formulating theory. The research problem is an integral part of the method as an essential first step in the sequence of research activities. The characteristics of the problem formulation in grounded theory research are: 1) oriented to identifying the phenomenon under study, 2) process and action-oriented, and 3) expressly expressing the object to be studied.

Stages of using theoretical studies. Qualitative research with the grounded theory method does not aim to test the truth of a theory. It is not affected by literature review, nor does it rely on various variables originating from a theory, because it will be able to hinder the development of new theoretical formulations. Researchers using the grounded theory method have yet to learn the object to be studied, including the data types and variables likely to be found. The researcher goes into the field with an empty head. Suppose at the time the researcher formulates the problem or composes interview material in building a framework of thinking facing difficulty. In that case, the researcher can temporarily borrow the concepts used by previous theories until the concept is found, which be true.

Suppose the researcher finds a new theory that relates to the previous theory. In that case, the findings of the new theory can be used as a theoretical contribution to expand the existing theory. Meanwhile, suppose the researcher aims to expand a previously existing theory. In that case, his research can start from the existing theory by referring to the general framework of the theory or an existing theoretical framework that can be used to interpret the available data. However, the research must be developed separately and apart from previous theories.

If, in the research, new findings are obtained that are different from the previous theory, then this can be explained. At this stage, the theory that emerged from the research results was compared with the existing theory in the literature. In this case, an activity is carried out to compare conflicting and harmonized frameworks. This comparison is intended to improve the construct's definition, increase the internal validity, and increase the external validity.

Data collection and sampling stage. Qualitative research using the grounded theory method uses the researcher himself as the data collection instrument. At this stage, the activities of defining research questions and definitions of a priori constructs are carried out. Rationally, efforts are made to focus on the problem, limit irrelevant variations, and sharpen external validity. Theoretical sampling directed data collection, meaning this sample was based on relevant theoretical constructs. Many experiments are in their early stages, using open sampling methods to identify individuals, objects, or documents.

This is done so that the relevance of the data to the research question can be assessed early on before too much time and money has been invested. The method that can be used in the data collection process is the in-depth observation and interview method, which is generally similar to the observation and interview methods in other qualitative research. Some criteria distinguish the data collection method in grounded theory qualitative research from other qualitative research, which involves selecting the phenomena collected.

Observations were made before and during the research, including a general description of the atmosphere of social life, physical conditions, and economic and social conditions. In-depth interviews were conducted directly with informants separately in their respective environments. Interviews will be conducted with informants who are considered competent and representative. All existing data can be used from the grounded theory method, meaning that everything the researcher gets when studying a particular area is data.

Not only interviews or observations but anything related is data that helps researchers generate emerging theoretical concepts. Field notes can come from informal interviews, lectures, seminars, expert group meetings, articles, newspapers, internet mail lists, television shows, conversations with friends, and data for the grounded theory method. It is a good idea for a researcher with extensive knowledge of the research area to interview himself, treat that interview like any other data, compare it with other data, and generate concepts from all of it.

Qualitative research with the grounded theory method greatly emphasizes extracting in-depth data on ongoing behavior to see the process directly. It aims to see various things that have a causal relationship. Sampling is done based on the representativeness of the concept and not on the size of the population. The sampling technique is theoretical sampling, based on concepts proven to have a theoretical relationship with the theory being built, which aims to take a sample of phenomena that describe the nature, category, and size that can directly answer the research problem. So, the determination of the subject sample in grounded theory research cannot be planned from the beginning of the research. However, the subject under study will proceed according to the conditions in the field at the time of data collection.

In general, in qualitative research that uses the grounded theory method, sampling is carried out until the theoretical fulfillment is achieved for each category used. Sampling activities are stopped when there is no more relevant new data, the preparation of existing categories has been fulfilled, and the relationship between categories has been established and proven. There is usually an overlap between data collection and analysis in the field because both are carried out continuously and simultaneously. In this case, the data collection method is flexible and opportunistic. All of this is done so that the analysis process can be fast and make it easier for researchers to take advantage of the themes and features of the cases that arise.

Data analysis stage. The data collection and analysis stage in qualitative research using the grounded theory method is an interconnected process and must be carried out alternately. The data analysis stage in the grounded theory method is carried out in the form of coding, which is the process of parsing data, making concepts, and rearranging them in a new way. The data analysis process usually begins with coding and data categorization. The result of grounded theory research is a theory that explains the phenomenon being studied. The research report describes the theory supported by examples from the data. The research report is usually a narrative discussion of the research process and findings. The process begins with an open coding process, which is part of data analysis, where researchers identify, name, categorize, and describe the symptoms found in the text of the results of interviews, observations, and the researcher's diary. Next is the axial coding process. This stage connects various categories of research in the form of building structures or properties, which are carried out by linking codes. It is a combination of inductive and deductive ways of thinking.

The next stage is selective coding, choosing the core categorization and connecting other categories to the core category. During the coding process, theoretical memo-writing activities were held. The memo is not just a rigid idea but continues to change, develop, or be revised throughout the research process. There are several ways to do the coding, namely:

- a. Open coding Open coding consists of several steps, namely:
 - Labeling phenomena, namely naming objects and events obtained through observation or interviews;
 - Finding and naming categories using terms used by the subject under study and
 - Arrange categories based on nature and size. The nature of the category is based on the characteristics or attributes of a category, while the size of the category means the position of the nature of the category.
- b. Pivoted coding, pivotal coding is a set of procedures for placing data back in new ways by making connections between categories.
- c. Selected coding can be done in several stages, namely:
 - Repeating the arrangement of the data into the main idea,

- Identify the data by writing the essence of the existing data,
- Summarizing and providing code to the core category, which is the core of the problem that includes all existing data or phenomena and
- Determine the choice of core categories, which are the findings of the central theme of the research.

Selected coding is done after finding the core variable or what is considered a tentative core. The tentative core describes the behavior of the researchers in completing their primary concern. The tentative core is always proper but can be more or less fit with the data. At this stage of data analysis, mainly to sharpen the analysis in coding, process analysis is carried out to bring the data to life by depicting and connecting actions or interactions to discover the stages and data sets used.

Connecting these actions or interactions aims to discover an event's time sequence or chronology and, more importantly, to find the relationship between cause and effect. In short, using the grounded theory method, we can assume that the theory is hidden in our data, and we must find it.

Conclusion stage or report writing. The conclusion-making stage in qualitative research using the grounded theory method is not based on generalizations but on specifics. Grounded theory research is intended to make specifications for :

- Conditions that cause a phenomenon to occur
- Actions or interactions that are a response to these conditions and
- Consequences arising from the action or interaction.

So, the theoretical formulation, the final result found in qualitative research using the grounded theory method, does not justify its applicability to all populations but is only used for that situation or condition.

RESULT AND DISCUSSION

Usually, in qualitative research, novice researchers are often unsure about data analysis, so the grounded theory method is chosen. This stems from uncertainty about the differences between the approaches of Glaser and Strauss, who jointly described the method for the first time. The grounded theory method, according to Glaser, emphasizes the induction or emergence of the researcher's creativity in the stages of a clear framework. According to Glaser, this also clearly explains that grounded theory is the emergence of a methodology that provides several arguments to support this approach. Meanwhile, Strauss is more interested in validation criteria and a systematic approach. The grounded theory approach, especially Strauss's development, consists of carefully thought-out "guarantees" of a good theory. Strauss said that the quality of a theory can be evaluated by the process by which the theory is built. The two methods are compared regarding roots and divergences, the role of induction, deduction, and verification, and how data are encoded and formatted to produce a theory.

Based on the debate, the benefits of both approaches indicate that novice researchers need to choose the method that best suits their cognitive style and develop analytic skills through the research carried out. Grounded theory is most accurately described as a research method where theory is developed from data, not vice versa. The data is developed from the existing theory. This corresponds to the inductive approach, which moves from the specific to the more general. Research methods are based on three elements, namely concepts, categories, and propositions, or what was initially called a "hypothesis." However, the concept is a critical element of the analysis because the

theory is developed from the conceptualization of the data, not the actual data, as in the following news:



Source: Kastara. id
Figure 2. Actual Data

The news above states that most surveyors' results aim to lead public opinion. This can be seen from news quotes that mention different results. In Charta Politica, the electability of the top three is still held by Ganjar Pranomo, Anies Baswedan, and Prabowo Subianto. This result is not surprising because, from various surveys from credible survey institutions, these three figures are indeed taking turns ranking 1 to three. However, unlike the results released by the IPO, the top three are Anies Baswedan, Ganjar Pranowo, and Sandiaga Uno.

Meanwhile, Prabowo's electability is only at number 5, with a result of 7.8 percent. The findings from this IPO raise a question mark, especially in public opinion science, because surveys can lead to opinions or describe opinions as biased and difficult to distinguish. When this is experienced by research by sticking to a theory, the tendency of researchers will be trapped in a theoretical framework so that it is wrong. to understand an ongoing phenomenon.

Grounded theory is a research method that seeks to develop the hidden theory behind the data, where this data is collected and analyzed systematically. According to Martin and Turner, the grounded theory is "an inductive, theory discovery methodology that allows the researcher to develop a theoretical account of the general features of a topic while simultaneously grounding the account in empirical observations of data ." an inductive methodology that allows researchers to develop a general theoretical study of a topic as well as a basis for studies on empirical data observations.

As a method, grounded theory explains the relationships developed from case studies to explain the differences in generating theories based on existing data. Bourdieu's habitus concept is used to develop this grounded theory further and suggest a more formal theory. There are some similarities between symbolic interactionism and grounded theory. Symbolic interactionism is based on the assumption that individuals interact by producing and defining their definition of a situation, people can engage in self-reflexive behavior (i.e., assessing the contextual meaning of their actions and reactions), and humans interact with one another in negotiating positions about each other. At the same time, the characteristics of the grounded theory approach are symbolic interactionism, hermeneutics, ethnomethodology, ethnography, phenomenology, and quantitative positivism (to a

minimal extent). The influence of hermeneutics is also by the role of language, which is a means of conveying and a tool to create social phenomena.

Related to this process, three essential elements need to be understood and cannot be separated from each other, namely concepts, categories, and propositions. The first element is the concept, which is obtained through the conceptualization of the data. Events or events are considered and analyzed as potential indicators of the phenomenon, then given a conceptual name/label. Compared to other events, if there is a similarity, it is given a name with the same term. The same applies to different events. The second element is category, a higher and abstract collection of concepts. Categories are obtained through the same analysis process by making comparisons by looking at the similarities and differences. Categories are the basic foundation of theory development. The third element is a proposition, which shows the existence of a conceptual relationship, namely a statement based on the relationship of various concepts that describes a particular understanding system relevant to the conditions in the field. Forming and developing concepts, categories, and propositions is necessary in theory-building or through an interactive process.

Based on this information, it can be said that although qualitative research using the grounded theory method consists of three forms of design, namely systematic, emerging, and constructivist, in general, this research method has the following main characteristics:

1. Research focus is directed at processes related to a substantive topic;
2. Data collection (which is carried out simultaneously with data analysis) is carried out using theoretical sampling;
3. Data analysis is carried out while carrying out constant comparisons and making questions about the data obtained;
4. While analyzing data to generate categories, a core category is identified;
5. The identified core categories are then developed and formulated into theories and
6. The researcher makes notes (memos) to elaborate ideas related to the data and coded categories during the research.

CONCLUSION

The application of the grounded theory method in political communication research, surveys, and public opinion can be developed through a combination of various methods. The stages of grounded theory research co-occur. Researchers observe, collect, and organize data and form theories from the data simultaneously. One of the essential techniques in grounded theory research is a constant comparison process where each piece of data is compared with all other data one by one. Data can be collected through interviews, observation, recording, or a combination of these methods. It is difficult to carry out a comprehensive grounded theory research implementation procedure given the various designs of grounded theory. However, as an illustration, the research steps can be systematically sequenced: problem formulation, data collection, data analysis, theory preparation and validation, and report writing. Qualitative research using the grounded theory method begins with focusing on the study area and collecting data from various sources, including interviews and field observations. Furthermore, the data were analyzed using coding and theoretical sampling procedures. Finally, after the theory is generated with the help of interpretive procedures, the research is written and presented.

REFERENCES

- Budiasih, I. G. A. N., & Nyoman, G. A. (2014). Metode Grounded Theory Dalam Riset Kualitatif. *Jurnal Ilmiah Akuntansi Dan Bisnis*, 9(1), 19-27.
- Capra, F. (2002). *Jaring-Jaring Kehidupan*. Yogyakarta: Fajar Pustaka Baru
- Creswell, J. W. (2012). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar
- Egan, T. M. (2002). Grounded theory research and theory building. *Advances in developing human resources*, 4(3), 277-295.
- Goddard, A. (2004). Budgetary Practices and Accountability Habitus: A Grounded Theory. *Accounting, Auditing & Accountability Journal*, 17(4), 543-577.
- <https://kastara.id/16/08/2021/pengamat-ingatkan-hasil-survei-jangan-untuk-menggiring-opini-diakses-25-Agustus-2021>
- Malhotra, N. (2007). *Marketing Research: An Applied Orientation (5th Edition)*. New Jersey: USA
- Martin, P. Y., & Turner, B. A. (1986). Grounded theory and organizational research. *The journal of applied behavioral science*, 22(2), 141-157.
- Prastowo, A. (2012). *Panduan Kreatif Membuat Bahan Ajar Inovatif*. Yogyakarta: Diva Press
- SETIAWAN, I. K. O. (2022). Intermarriages From The Legal Perspective Of Hindu Marriage. *International Journal of Environmental, Sustainability, and Social Science*, 3(3), 564-570. <https://doi.org/10.38142/ijesss.v3i3.246>