

BASIC/DESCRIPTIVE QUALITATIVE RESEARCH AND CASE STUDIES

PENELITIAN KUALITATIF DASAR/DESKRIPTIF DAN STUDI KASUS

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Article Info:

Received May 23, 2024

Revised July 28, 2024

Accepted September 15, 2024

Available online October 14, 2024

ABSTRACT

Qualitative research / Case Study is research that needs to be done after a problem has been studied quantitatively / Case, but the solution has not been revealed. It can be said, if you are not satisfied and want to know more deeply about a problem, even though you cannot guess or find it difficult to make assumptions, then qualitative research is suitable. It can also be said that if the research problem is not yet clear, still dim or maybe even still dark, then conditions like this are very suitable for research using qualitative methods.

Keywords: qualitative, case study, research

ABSTRAK

Penelitian kualitatif/Studi Kasus adalah penelitian yang perlu dilakukan sesuai suatu masalah diteliti secara kuantitatif/Kasus, tetapi belum terungkap penyelesaiannya. Boleh dikatakan, jika belum puas dan ingin mengetahui lebih mendalam tentang suatu masalah, padahal tidak bisa menduga atau sukar membuat asumsi-asumsi, maka penelitian yang cocok dilakukan ialah kualitatif. Dapat pula dikatakan bila masalah penelitian belum jelas, masih remang-remang atau mungkin malah masih gelap, maka kondisi seperti ini sangat cocok untuk diteliti menggunakan metode kualitatif.

Kata-kata kunci: Kualitatif, Studi Kasus

A. INTRODUCTION

Qualitative researchers conduct exploratory research with a grant tour question, so that problems will be found clearly. Through this model research, researchers will explore an object (Sugiyono, 2014). One of the characteristics of qualitative research is the diffi-

culty of formulating hypotheses. In addition, due to the depth and intensity of investigation of a problem, qualitative research has a small sample, spends a relatively long time (because it pays more attention to the process than the results), and there is no significance test (Subana and Sudrajat, 2005).

Qualitative research is also often called ethnographic methods, phenomenological methods, or impressionistic methods, and other similar terms (Amirul, Hadi and Haryono, 2005). Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, etc., holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Lexy, J. Moleong, 2014).

Qualitative research is defined as a process that attempts to gain a better understanding of the complexities that exist in human interactions (Jonathan, Sarwono, 2006). The keywords in qualitative research are process, understanding, complexity, interaction, and humans. Researchers in conducting qualitative research should understand the problem from within the context of the problem to be studied, therefore qualitative researchers do not take distance from those studied as quantitative approach research that distinguishes between researchers as subjects and those studied as objects.

In qualitative research, researchers will blend into one with those they study so that researchers are able to understand the problem or phenomenon from the point of view of those they study. Qualitative research methods also emphasize more on the aspect of in-depth understanding of a problem rather than seeing problems to be generalized (Muhsyanur & Lering, 2022). Prefer to use in-depth analysis techniques, namely examining problems on a case-by-case basis because qualitative methodology believes that the nature of one problem will be different from the nature of other problems.

Qualitative research uses more of an emic perspective. Researchers in this case collect data in the form of detailed stories from informants and are expressed as they are in accordance with the language and views of informants (Sandu, Siyoto and M. Ali Sodik, 2015). So it is not surprising that the concept of qualitative research is called descriptive research. In qualitative research itself there are several types of research that are usually used, namely Descriptive, Phenomenology, Ethnography, Case Studies, Historical

Studies, Figure Studies, Basic Theory Studies and Symbolic Interaction. What will be discussed further in this paper is about the types of Descriptive Qualitative research and Case Studies.

B. RESULT AND DISCUSSION

1. Definition of Basic/Descriptive Qualitative Research and Case Studies

Qualitative research is a new method because of its popularity not long ago, this method is also called postpositivistic because it is based on the philosophy of post positivism, as well as an artistic method because the research process is more artistic (less patterned), and is called an interpretive method because the research data is more concerned with the interpretation of the data found in the field (Sandu, Siyoto and Ali Sodik, 2015). Qualitative research methods emphasize the aspect of in-depth understanding of a problem or problem rather than seeing problems to be generalized. This can be seen from several types of research used in qualitative research.

a. Basic Qualitative / Descriptive Definition

Descriptive qualitative research is one of the types of research included in the type of qualitative research. Descriptive research is a research strategy in which researchers investigate events, phenomena of individual lives and ask a person or group of individuals to tell their lives. This information is then retold by the researcher in a descriptive chronology (Adhi, Kusumastuti and Ahmad Mustamil Khoiro, 2019). The characteristic of descriptive itself is that the data obtained is in the form of words, pictures, and not numbers like quantitative research.

Another definition of descriptive research is a form of research aimed at describing existing phenomena, both natural and man-made phenomena. The phenomenon can be in the form, activity, characteristics, changes, relationships, similarities, and differences between one phenomenon and another (Nana, 2006). Basically, descriptive research is research that seeks to describe and interpret something, for example, situations and conditions with existing relationships, developing opinions, consequences or effects that occur and so on.

This type of descriptive qualitative research presents the data as it is without manipulation or other treatments (Muhsyanur et al., 2022). The purpose of this research is to present a complete picture

of an event or intended to expose and clarify a phenomenon that occurs. None other than by describing some number of variables related to the problem under study. This research interprets and describes data related to the current situation, attitudes and views that occur in a society.

b. Definition of Case Study Research

Case studies come from the English translation "A Case Study" or "Case Studies". The word case is taken from the word Case which, according to the Oxford Advanced Learner's Dictionary of Current English, is defined as an example of the occurrence of something, the actual condition of a state or situation, and a particular environment or condition about a person or thing. From this description, it can be concluded that a Case Study is a series of scientific activities carried out intensively, in detail and in depth about a program, event, and activity, either at the level of an individual, group of people, institution, or organization to gain in-depth knowledge about the event (Mudjia, Rahardjo, 2017). The case itself is an event or event that can be very simple or very complex. A case study is a research strategy in which researchers closely investigate a program, event, activity, process, or group of individuals. Cases are limited by time and activity, and researchers collect complete information using a variety of data collection procedures based on a predetermined time (Adhi, Kusumastuti dan Ahmad Mustamil Khoiron, 2019). Research subjects can be individuals, groups, institutions, or communities. Researchers want to study intensively the background and environmental interactions of social units that become subjects. The research objective of a case study is to provide a detailed description of the background, characteristics and distinctive characteristics of the case, or the status of the individual, which then from the distinctive characteristics above will make a general thing.

Based on several definitions, we can understand that case studies include: (a) the research targets can be people, events, settings, and documents; (b) these targets are examined in depth as a totality in accordance with their respective settings or contexts with the intention of understanding the various relationships that exist between the variables.

2. Principles and Characteristics of Basic/Descriptive Qualitative Research and Case Studies

a. Principles and Characteristics of Basic/Descriptive Qualitative Research

There are some general principles in basic qualitative research (descriptive) as follows:

1. Naturalistic Inquiry; Studying real world situations scientifically not manipulative and open to anything that arises.
2. Inductive analysis; Exploring a detail and peculiarity of the data, the goal is to find categories, dimensions, and interrelationships.
3. Holistic perspective; Phenomena are studied and understood as complex systems.
4. Qualitative data; Describing in detail, the study is carried out in depth.
5. Personal contact and insight; Researchers have a direct relationship with research subjects, situations, and phenomena being studied.
6. Dynamic systems; Considering the process. Change is considered a constant and ongoing thing both individually and the culture as a whole.
7. Unique case orientation; Each problem that is used as the object of research has a special and distinctive nature.
8. Context sensitivity; Placing research findings in a social, historical, and time context.
9. Emphatic neutrality; Research is conducted neutrally to be objective but also empathetic.
10. Design flexibility; The research design is flexible, open to adapt according to changes that occur (not rigid). (Afid, Burhanuddin, 2018).

Qualitative research has several characteristics, namely:

1. Using inductive thinking patterns (empirical - rational or bottom up)
2. Emic / participant perspectives are highly prioritized and highly valued
3. Qualitative research does not use a standardized research design
4. The purpose of qualitative research is to understand, seek the meaning behind the data to find the truth, both sensual empirical truth, and logical empirical.
5. The subjects studied, the data collected, the data sources needed, and the data collection tools can change according to the research design.

6. can change according to needs.
7. Data collection is carried out on the basis of phenomenological principles, namely by deeply understanding the symptoms or phenomena at hand.
8. The researcher also functions as a data collection tool so that his existence is inseparable from what is being studied.
9. Data analysis can be carried out during ongoing research and has taken place.
10. The results of the research are in the form of descriptions and interpretations in the context of a particular time and situation.

b. Principles and Characteristics of Case Study Research

A case study is a research object that explains, understands and explores a system methodologically about events that occur in the object of research. The principles of case study research emphasize:

1. Methodological; Prioritizing extensive-systematic-scientific managerial research.
2. Uniqueness; Emphasizes special, intersectional, familiar, problem-focused, and programmatic events that are bound by place and time.
3. Research setting; Research is carried out in the form of instrumental, physical, social-historical economic-cultural-political or organizational descriptions.
4. Extensive data collection; Accommodating as many sources of information as possible, for example; documentation, recordings, archives, in-depth interviews, direct/indirect or participant observation, and physical artifacts.
5. Quaintain; A research object or phenomenon to be studied according to the target, namely: useful conditions, programs and targets, categorized phenomena, functioning conditions, specific areas. (Abdul, Manab, 2016)

A brief review of various qualitative case studies reported in various literatures resulted in the following characteristics:

1. Case study research begins by identifying a specific case.
2. The purpose of conducting the case study is also important, namely to illustrate a unique case, a case that has unusual importance in itself and needs to be described or detailed.
3. A key feature of a good qualitative case study is that it demonstrates a deep understanding of the case.

4. The choice of approach to data analysis in case studies will vary.
5. For the analysis to be well understood, good case study research also involves a description of the case.
6. In addition, the theme or problem may be organized into a chronology by the researcher, analyzed as a whole for similarities and differences between the cases, or presented in a theoretical model.
7. Case studies often end with conclusions formed by the researcher about the overall meaning derived from the case or cases. (John, W. Creswell, 2015).

3. Basic/Descriptive Qualitative Research Procedures and Case Studies

a. Basic/Descriptive Qualitative Research Procedures

In general, basic or descriptive qualitative research procedures are actually almost the same as other research procedures. The descriptive research procedures in the qualitative research approach are as follows:

1. Identifying a significant problem to be solved through qualitative descriptive methods
2. Limit and formulate the problem clearly
3. Determine the objectives and benefits of the research
4. Conduct a literature study related to the problem
5. Determine the framework and research questions
6. Designing research methods to be used including determining population, sample, sampling techniques, determining data collection instruments, analyzing data and interpreting data.
7. Collect, organize and analyze data using relevant qualitative research techniques.
8. Prepare a research report. (Sukardi, 2014)

b. Case Study Research Procedure

The research steps of the case study itself are as follows:

1. Selection of Theme, Topic and Case.

At this first stage the researcher must be sure that he will choose a particular case that is part of his "body of knowledge" or the field he is studying. So that in researching the case it will be easier because the case is included in the field he controls.

2. Literature Reading.

After the case is obtained, the researcher collects as much literature or reading material in the form of journals, scientific magazines, previous research results, books, magazines, newspapers related to the case. It should be noted that in an effort to collect reading material, researchers need to consider two important aspects, namely the relevance of the reading material to the topic of discussion (case) raised and its validity.

3. Formulation of Research Focus and Problems

The focus of research needs to be made so that researchers can concentrate on one point that is the center of attention. At the beginning, we have discussed the formulation of research problems. One other important thing related to the formulation of the problem is that from the formulation of the problem important and in-depth information can be extracted to become valuable knowledge for humanity, not just any information that has no scientific value.

4. Data Collection

Case study research data can be obtained from several techniques, such as interviews, observation, and documentation. The researcher himself is the key instrument, so he alone can measure the accuracy and adequacy of data and when data collection must end. The researcher himself also determines the right informant to interview, when and where the interview is conducted.

5. Data Refinement

The data that has been collected needs to be refined by reading the entire data with reference to the formulation of the problem posed. If the problem formulation is believed to be answered by the available data, then the data is considered perfect.

6. Data Processing

After the data is considered perfect, the researcher performs data processing, namely checking the correctness of the data, compiling data, carrying out encoding, classifying data, correcting unclear interview answers. This stage is carried out in order to facilitate the analysis stage.

7. Data Analysis

After the data is considered perfect, the researcher analyzes the data. Data analysis of case studies and qualitative research in general can only be done by the researchers themselves, not by supervisors, friends, or through the services of others. Data analysis is the most important stage because from this stage important information will be obtained in the form of research findings.

8. Data Analysis Process

In the data analysis process, researchers conduct or give or interpret data by organizing, sorting, classifying, giving codes or signs, and categorizing them into parts based on certain groupings so that findings are obtained on the formulation of the problems posed.

9. Theoretical Dialogue

To produce conceptual findings, after the research questions have been answered, case study researchers, especially masters candidates and more so doctors, take the next step, which is to dialogue these findings with the theories discussed in the literature review section, so that the literature review section is not just a mere ornament.

10. Triangulation of Findings (Confirmability)

So that the findings are not considered biased, researchers need to triangulate the findings, or what is often referred to as confirmability, namely by reporting the research findings to the interviewed informants. This is also rarely done by case study researchers, perhaps for fear that the results will be different from what has been found.

11. Conclusion of Research Results

A common mistake that often occurs in this section is that the researcher repeats or summarizes what has been stated in the previous sections, but synthesizes everything that has been stated previously. In this section the researcher includes theoretical implications.

12. Research Report

The final research procedure is to make a research report. The research report is a form of accountability for research activities as outlined in written language for the public interest.

4. Analyzing Basic/Descriptive Qualitative Research Data and Case Studies

a. Basic/Descriptive Qualitative Research

1. Organizing data

This method is done by repeatedly reading the existing data so that the researcher can find data that is suitable for his research and discard those that are not suitable.

2. Making categories, determining themes and patterns.

The second step is to determine the category which is a fairly complicated process because researchers must be able to

group existing data into a category with their respective themes so that the data regularity pattern becomes clearly visible.

3. Testing hypotheses that arise using existing data.

After the process of making categories, the researcher tests the possibility of developing a hypothesis and tests it using the available data.

4. Looking for alternative explanations of the data

The next process is that the researcher provides a reasonable explanation of the existing data and the researcher must be able to explain the data based on the logical relationship of the meaning contained in the data.

5. Writing a report.

Report writing is an integral part of qualitative analysis. In this report, researchers must be able to write words, phrases and sentences as well as precise definitions that can be used to describe the data and the results of their analysis.

b. Case Study Research

The following steps can be used as guidelines for analyzing case study research data:

1. The researcher reads through the transcripts to obtain general information from each transcript.
2. The general messages are compiled to extract specific messages.
3. From the specific messages, the general pattern of the data will be identified. Furthermore, the data can be grouped based on the sequence of events, categories and typologies. As usual in qualitative research, case study data analysis begins when the researcher is in the field, when collecting data and when all the data has been collected.

5. Interpreting Basic/Descriptive Qualitative Research and Case Study Data

a. Basic/Descriptive Qualitative Research

Interpretation can be done in two ways, namely:

1. Limited interpretation, interpretation and analysis are done almost simultaneously (micro analysis).
2. Interpretation with the theory used or with the results of other people's research.

The sharpness of the analysis depends on the mastery of concepts and theorization (macro analysis), showing the existence of a system of relationships between something and something else. Through the interpretation of the data, the data is organized,

arranged in a pattern of relationships, so that it will be easier to understand.

By interpreting the data, it makes it easier to understand what is happening, plan further work based on what has been understood. It is recommended that in interpreting data, apart from narrative text, it can also be in the form of graphs, matrices, networks and others.

b. Case Study Research

In case studies themselves activities that provide direct tests of findings and interpretations with human sources such as member testing.

1. Activities that increase the likelihood of producing credible findings
2. Debriefing with others
3. Negative case analysis
4. Sufficiency of references
5. Member testing

Indeed, if there is no doubt about the combination of informants, cases, references and member testing, then this is the right way to produce meaningful findings and interpretations.

C. CONCLUSION

Qualitative research methods emphasize the aspect of in-depth understanding of a problem or problem rather than seeing problems to be generalized. This can be seen from several types of research used in qualitative research. Descriptive research is a research strategy in which researchers investigate events, phenomena of individual lives and ask a person or group of individuals to tell their lives. This information is then retold by the researcher in a descriptive chronology. Case study is a research strategy in which researchers closely investigate a program, event, activity, process, or group of individuals. Cases are bounded by time and activity, and researchers gather complete information using a variety of data collection procedures over a predetermined amount of time.

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