CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology

In this research, the author uses a hybrid method of both quantitative and qualitative methods. The quantitative method used was distributing questionnaires towards target audiences, meanwhile the qualitative method used is conducting interviews professionals as well as conducting Focus Group Discussions to gain in-depth point of view from target audiences.

3.1.1 Qualitative Method

The author will conduct interview sessions with a professional psychologist & IISMA representative, as well as a Focus Group Discussion (FGD) with IISMA Awardee Alumni.

3.1.1.1 Interview

2) IISMA-AC Representative

The author conducted an interview via WhatsApp video call on the 8th of December 2023 with Fakhri Ihsan Nalendro, the Director of Alumni Growth of IISMA-AC.

Picture 3.1 Interview with IISMA-AC Representative

From the Interview, Fakhri mentioned that IISMA-AC is a alumni association for the awardees of the IISMA program. The focus of IISMA AC itself is to provide all the needs of IISMA alumni, such as career development, preparation for postgraduate studies, a platform for sharing stories during IISMA, and a gathering space for alumni. Fakhri also mentioned that the most effective media used by IISMA-AC to reach their audience is through Instagram, and surprisingly through more formal platforms like WhatsApp or E-mail as IISMA Alumni are more likely to like more professional & efficient approaches. Regarding Post-Study Abroad Depression, Fakhri explained that IISMA-AC haven't covered that specifically, but Fakhri confirmed that most of the alumni relate to that problem due to the Industry Interest survey once done by the Alumni Growth division of IISMA-AC, where they picked up concerns from IISMA alumni who genuinely desire to pursue & continue their studies abroad with the reasons of missing the atmosphere of being abroad after experiencing IISMA.

3) Interview with Psychologist

The author conducted a 25-minute interview via Google Meets call on the 19th of December 2023 with Luisa Munster, M.Psi, Psikolog. A certified Psychologist from Kayross Consulting with more than 7 years of experience in the field.
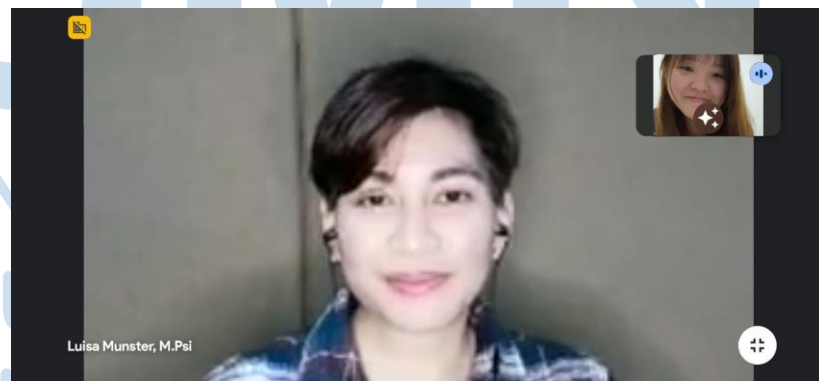
Picture 3.2 Interview with Psychologist

From the Interview, the author has gained in-depth insight about Post-Study Abroad Depression where Mrs. Munster mentioned that post-study abroad depression is a transitional period mostly experienced by individuals who have experienced living abroad. The experience often involves an array of symptoms, such as the need to readjust to familiar surroundings after immersing in a new culture, the loss of the independence gained during the study abroad period, potential social isolation due to changed relationships, uncertainties about future career paths, and the tendency to compare and feel discontent with current circumstances. Mrs. Munster recognizes that experiencing post-study abroad depression is a common and natural response to the challenges of readjustment after an extended period of studying in a foreign country. It is typically considered a transient and situational phenomenon rather than a predictor of more serious mental conditions. However, the intensity and duration of these feelings can vary among individuals. Post-study abroad depression itself is often seen as a temporary adjustment issue, it's important to note that everyone's mental health is unique. For some individuals, the challenges associated with returning home may trigger or exacerbate underlying mental health concerns. Factors such as pre-existing mental health conditions, personal resilience, and the availability of support systems can influence the impact of post-study abroad depression on an individual's overall well-being.

3.1.1.2 Focus Group Discussion

1) First FGD

The author conducted a 41 minute and 24 seconds Focus group discussion on the 28th of September 2023 with five subjects, with personal information listed:

Table 3.1 Focus Group Discussion 1 Subjects Information

Name	Home University	Host University	IISMA Batch	Current Enterprise
Edward Kamoda	Universitas Sam Ratulangi	Korea University	2022	7th Semester University Student currently on MBKM Internship
Jessica Aditya	Universitas Tarumanagara	Korea University	2022	7th Semester University Student
Ikhsan Daffa	Universitas Gajah Mada	Korea University	2022	7th Semester University Student
Nelson	Universitas Prasetiya Mulya	Korea University	2022	7th Semester University Student currently on MBKM Internship
Vanessa Elaine	Universitas Pelita Harapan	Korea University	2022	Graduated, currently working freelance

				7th Semester University Student currently on MBKM Internship
William Hanlim	Universitas Prasetiya Mulya	Korea University	2022	

The Focus Group Discussion was held in order to gain in depth opinions and experience of other IISMA awardee alumni towards their experience with PSAD, as well as to gain insight towards what kind of media they think would be suitable for spreading awareness effectively. Some of the negative impact from PSAD that the subjects have experienced include:

4) Productivity inhibition, avoiding to do assignments like university tasks, even hinders their thesis process.

5) Kept to themselves, excluding themselves from family or friends

6) Wanting to only stay in the sanctuary of their own bedroom.

7) Feeling empty, kept feeling like there's something missing from life and struggles to feel whole again.

8) Felt like living in Indonesia is boring, there's nothing that they can look forward to, everyday feels the same, no more excitement to wake up to everyday.

9) Keep comparing Indonesia with their host country.

10) Their well-being went downhill, they don't feel good & didn't feel okay for a period of time.

11) Kept dwelling on the past looking at pictures & memories, to the point of crying.

The negative impacts the subjects have experienced supports the theory of the Post study aboard depression symptoms mentioned in the previous chapter before.

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Overall, the subjects felt like IISMA should be able to provide more awareness about PSAD, as they are aware of the feeling and the phenomenon itself, because they've been warned by past alumni instead of being formally informed by IISMA. Some of the subjects even didn't take it seriously back before they experienced it for themselves.

When asked about their personal experience with coping with PSAD, some of them pointed out positive but also negative coping mechanisms, for example, becoming a mentor for future IISMA awardees, muting stories from Instagram to completely shun the life of current awardees while being abroad.

Subjects have also given out a few pointers about making an effective information media for IISMA awardees so the information could be given out effectively, such as:

1) Create a platform that can be tolerated by the short attention span people have nowadays.

2) Include materials that are relatable and interesting for awardees to obtain.

3) Avoid long informative presentation sessions, they don't think that theorical and historical information is necessary, but include theories that could be implead instead.

Picture 3.3 First Focus Group Discussion

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2) Second FGD

The author conducted a second FGD in order to obtain more data from alumni that aren't from the Asia Region. The 50-minute FGD was conducted on the 6th of November 2023 via zoom meeting, with 3 subjects with their personal information listed:

Table 3.2 Focus Group Discussion 2 Subjects Information

Name	Home University	Host University	IISMA Batch	Current Enterprise
Veronica	Universitas Multimedia Nusantara	Sapienza University	2022	7th Semester University Student focusing on thesis
Elvira Grizelle Chandra	Universitas Pelita Harapan	University of Warsaw	2022	7th Semester University Student focusing on thesis
Shiphra Claudia	Universitas Multimedia Nusantara	University of Szeged	2022	University Student Currently on internship

Through this second FGD, the author has obtained more insights from other alumni.

Positive Impacts from IISMA:

1. More aware of life outside of Indonesia, of things that can be picked up to advance Indonesia.

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2. More open-minded, more connections.

3. An Inspiration to do more excessively positive things.

Struggles after returning from IISMA:

1. Hindered thesis process

2. Feeling alone as nobody relates to them when they're back in campus.

3. No time to process the settling down of returning back home.

They confirmed that PSAD is something that they struggle with, that they relate to even if it doesn't really hinder them from anything. They also have only known PSAD as something informal, that came off as an inside joke with friends, or simply just a term they created (i.e. Post IISMA Depression). They also mentioned that a post departure program should be done to mitigate the negative impacts of PSAD for awardees. According to Elvira, it's good to have some sort of platform to relate to each other, because it really helps when you know you're not alone in this. Veronica also stated that a good storytelling content would be something interesting that could enthuse alumni a lot more, and she does think that making it as an on-demand content could really be more accessible as it could maybe be downloaded from the IISMA portal, or distributed through a link from IISMA RI or IISMA AC's social media.


Picture 3.4 Second Focus Group Discussion

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3.1.1.3 Existing Study

Existing studies were conducted by analyzing previous books & novels with similar themes and making comparisons to study their strengths and weaknesses. The author conducted an existing study through an informative book with the an almost similar theme, focusing on mental conditions.

1) Trauma is Really Strange
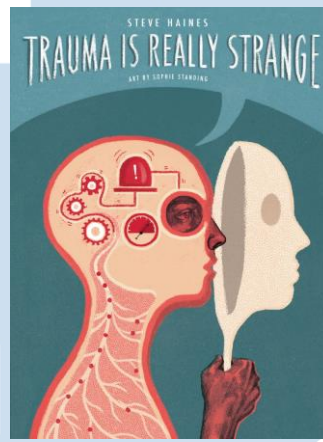
Picture 3.5 Trauma is Really Strange
Source https://www.amazon.ca/Trauma-Really-Strange-
ebook/dp/B08MH95QKN (2015)

Trauma is Really Strange is an informative comic book by the author Steven Haines and illustrator Sophie Standing, it aims to provide a non-scary introduction to trauma, focusing on the brain's attempts to protect the individual and the concept of dissociation as a response to trauma

The comic explores the idea that trauma can be due to various factors, not just singular dramatic events, and that it can have long-lasting effects on an individual's mental and emotional well-being. To further understand the comic, the author has done a SWOT analysis table as listed below

Table 3.3 'Trauma is Really Strange' SWOT Analysis

STRENGTHS	WEAKNESSES
1. Accessible format, the comic book format makes it easier for readers to understand and engage with the complex topic of trauma 2. Focus on resilience, the comic highlights the idea that humans are resilient and can overcome trauma 3. Connection to the body, the comic emphasizes the importance of understanding and connecting with one's body as a means of healing from trauma	1. Limited scope, the comic may not cover all aspects of trauma, as it comes as a short book. 2. Potential for oversimplification, the comic's focus on making trauma accessible might lead to oversimplification of complex concepts.
OPPORTUNITIES	THREATS
1. Visual storytelling, a comic can effectively convey complex mental states and experiences in a way that is more accessible and engaging than text alone. 2. Representation of mental health issues, a comic can provide a platform for exploring various mental	1. Stigma and sensitivity, where the subject matter of mental health can be sensitive and may face resistance or criticism. 2. Accuracy and representation. Ensuring that the portrayal of mental health issues in a graphic visual novel is accurate and

health issues and their impact on individuals' lives.	respectful is crucial to avoid perpetuating negative
3. Education and awareness, a comic can serve as an educational tool to raise awareness about mental health issues and promote understanding.	stereotypes or misinformation. 3. Balancing accessibility and depth, a comic must strike a balance between being accessible to a wide audience and providing enough depth and complexity to address mental health issues effectively.

3.1.1.4   Reference Study

The process of conducting reference studies entails a comprehensive analysis of strategies, message tactics, visual styles, and conceptual elements derived from a thorough examination of existing designs.

1) Silly Gilly Daily: Stay at Home

Silly Gilly Daily is an interactive graphic visual novel released back in August of 2021, it is a visual novel created by Indonesian Illustrator & Author, Naela Ali. The visual novel consists of 160 pages and was published by Gramedia. The story follows the character Gilly, who was based off Naela Ali herself, as she spends her day-to-day routine at home as the timeline of the novel takes place back in the quarantine days. The author has chosen this graphic visual novel as a part of the reference study due to the fact that this novel also wants to give off a sense of relativeness towards the audience, as Naela Ali stated 'With Silly Gilly Daily,

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you will be taken to fulfill your day at home with activities by any questions, games, quiz inside this book. This book will guide you into fascinating illustrations with a fun quiz. Silly Gilly Daily also crafted a bunch of beautiful words and quotes that will empower your inner self while at home. We can also learn and develop our creativity and skills at creating. We were allowed to write, craft notes, and build our activeness.'

Design-wise, the author has taken this novel's paneling & art style as a reference. The novel consists of panels as well as no panels, which inspired the author to do a combination of using panels & no panels in the final artwork later on. The simple yet expressive art style as well as the concept of the whole novel designed to look like a scrapbook or diary, with the usage of a handwritten script typeface, contributes into the relatable feel that the author aims for.
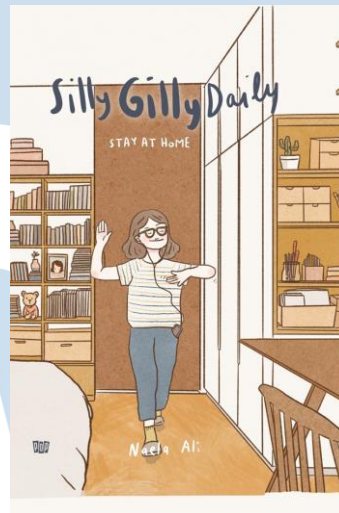
Picture 3.6 Silly Gilly Daily: Stay at Home
Source https://www.gramedia.com/products/silly-gilly-daily-stay-at-home
(2021)

3.1.2 Quantitative Method

The quantitative method done by the author is by distributing questionnaire using purposive sampling method, with the specific participants being IISMA awardee alumni to understand the initial knowledge and experience of PSAD from IISMA awardee alumni. The questionnaire was

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distributed online via Google forms and was first distributed on the 24th of September 2023, and the current results are:

3.1.2.1 Questionnaire

The questionnaire was calculated using Slovin's method, with:

$$n = \frac{N}{1 + N(e)^2}$$

Picture 3.7 Slovin's method

n = Sample size/ number of respondents

N = Population size

e = Percentage of slack accuracy
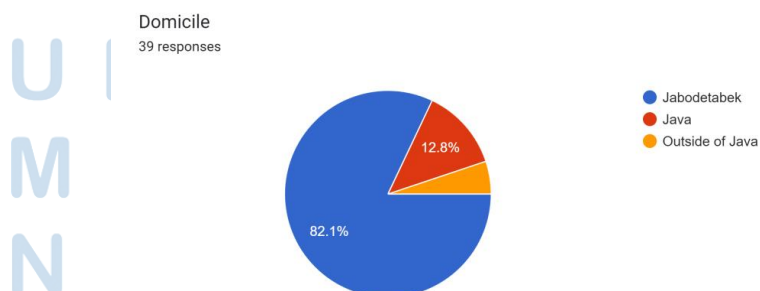
Sample size:

IISMA alumni = 2554 awardees alumni (via https://iisma.kemdikbud.go.id/, 2023)

N = 2554 people

E = 0,1 (10%)

n = N/ 1 + N (e)^2

n = 2554/ 1 + (2554 (0.1)^2)

n = 96.232

Sample = 97 respondents

With the current respondents of 39 responses, here are the results of the questionnaire distributed towards IISMA awardee alumni
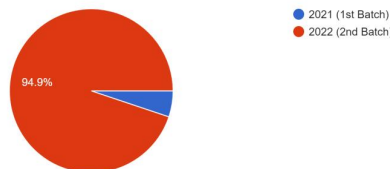
Domicile
39 responses

82.1%

12.8%

Jabodetabek
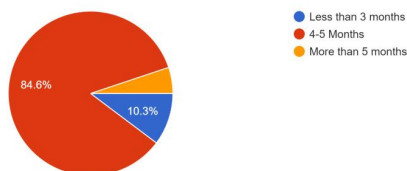Java
Outside of Java

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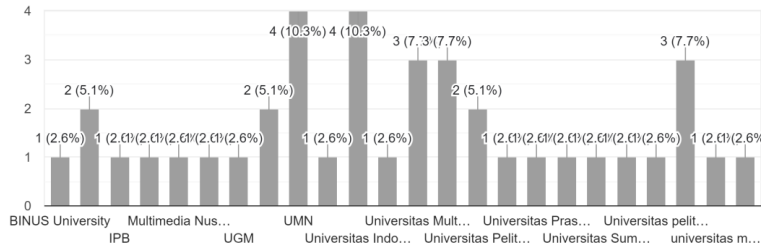
Picture 3.8 Chart of General Info of Respondents

It can be concluded that 82.1% of the respondents are from the Jabodetabek region, 12.8% are still domiciled in Java and the remaining 5.1% are from outside of Java. The respondent's home university varies, mostly answering from Universitas Indonesia, Multimedia Nusantara University & Pelita Harapan University.
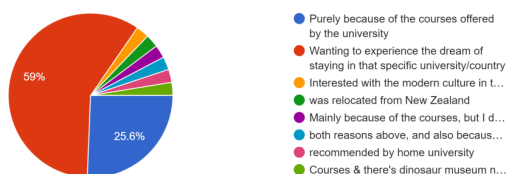

Picture 3.9 Chart of IISMA Information

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94.9% of the respondents are alumni of IISMA 2022 meanwhile the remaining 5.1% is from the 2021 batch. Most of the respondents stayed in their host country for about 4-5 months (84.6%) meanwhile 10.3% stayed for less than 3 months, and the remaining 5.1% stayed for longer than 5 months. The answer to the initial motivation to choose the certain country/university varies, but 59% answered that they wanted to experience the dream of living in that specific country, meanwhile the 2nd most popular answer, coming in with 24.3% is mainly because of the courses offered by the university they went to.

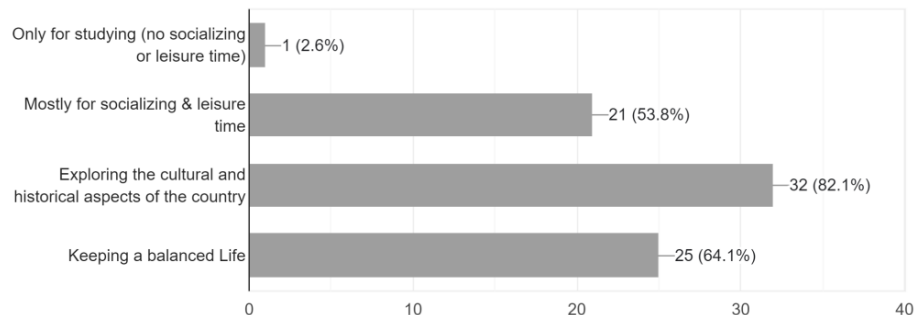Your Host Country & Host University during IISMA
39 responses
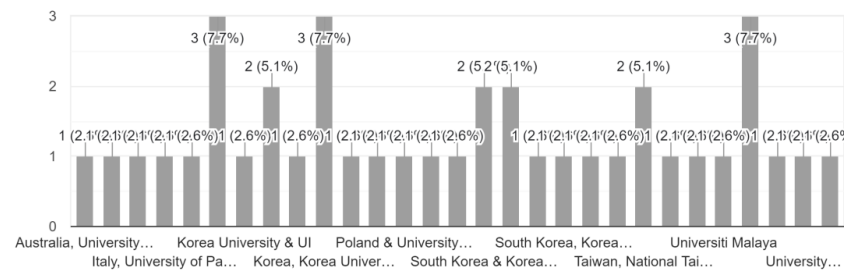
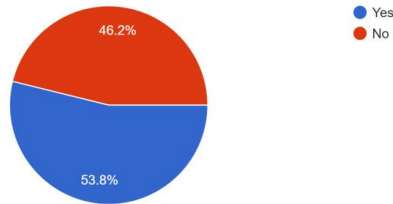Picture 3.10 List of Host Universities of Respondents

Respondent's host country & university varies, mostly collecting response from Asia region, namely South Korea, Taiwan & Thailand.

How would you describe your life during studying abroad? (max. 2)
39 responses

Only for studying (no socializing or leisure time) — 1 (2.6%)
Mostly for socializing & leisure time — 21 (53.8%)
Exploring the cultural and historical aspects of the country — 32 (82.1%)
Keeping a balanced Life — 25 (64.1%)

Graphic Visual Novel…, Felicia Greta Tanjaya, Universitas Multimedia Nusantara

Do you think your stay in your host country was long enough for experience?
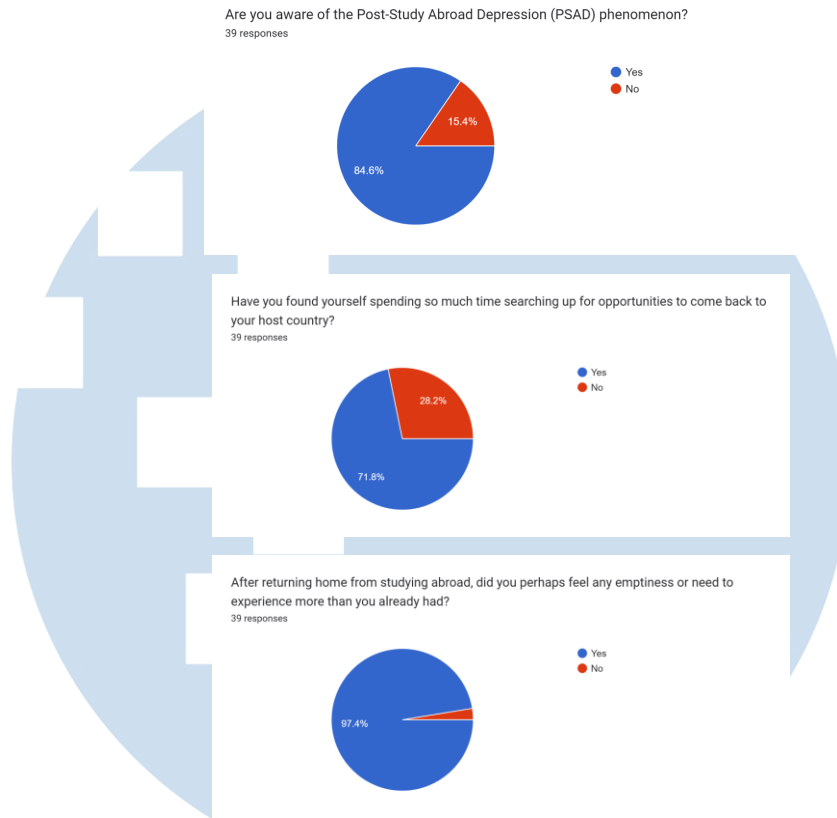39 responses

Picture 3.11 Chart of Life Abroad

82.1% of the respondents described their life abroad as exploring the cultural and historical aspects in the country, meanwhile only 2.6% of the respondents described their life abroad as purely for studying only. When asked about the period of stay, whether its long enough for experience, the author got slim results of yes (53.8%) and no (46.2%).

Do you think IISMA-PS helped you in preparing yourself for living life abroad? (Rate the effectiveness from 1-4)
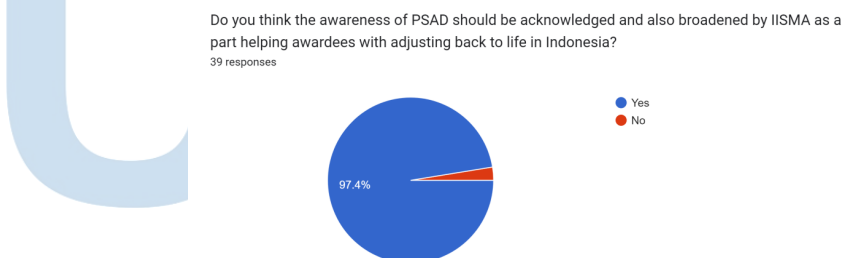39 responses
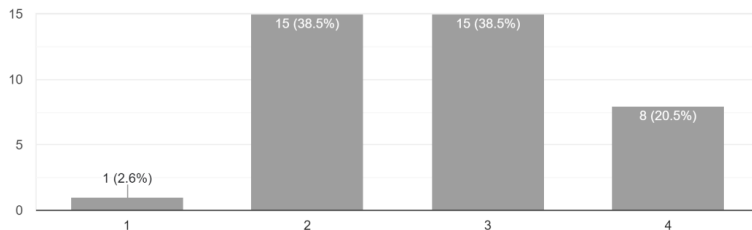
Picture 3.12 Chart of IISMA-PS effectiveness

With 1 being not effective at all and 4 being very effective, the respondents mostly answered 2 or 3, resulting to the author concluding that the awardees believe that IISMA-PS was fairly effective in helping them prepare for life abroad.

Graphic Visual Novel…, Felicia Greta Tanjaya, Universitas Multimedia Nusantara

Are you aware of the Post-Study Abroad Depression (PSAD) phenomenon?
39 responses

- Yes
- No

84.6%
15.4%

Have you found yourself spending so much time searching up for opportunities to come back to your host country?
39 responses

- Yes
- No

71.8%
28.2%

After returning home from studying abroad, did you perhaps feel any emptiness or need to experience more than you already had?
39 responses

- Yes
- No
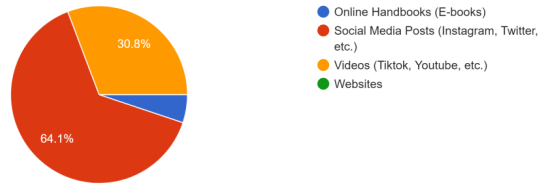
97.4%

Picture 3.13 Chart of PSAD Awareness

When asked about their awareness of PSAD, most of the respondents answered yes (84.6%) and only 15.4% answered no. They've also mostly answered yes to the questions that describes the most common symptoms of PSAD.

Do you think the awareness of PSAD should be acknowledged and also broadened by IISMA as a part helping awardees with adjusting back to life in Indonesia?
39 responses

- Yes
- No

97.4%

Picture 3.14 Chart of broadening PSAD by IISMA

Even if most of the respondents answered yes to already being aware of PSAD, 97.4% of them agreed that IISMA should help in addressing the phenomenon and to help awardees adjust back to life in Indonesia.

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What media do you consume digital information most from?

39 responses

- ● Online Handbooks (E-books)
- ● Social Media Posts (Instagram, Twitter, etc.)
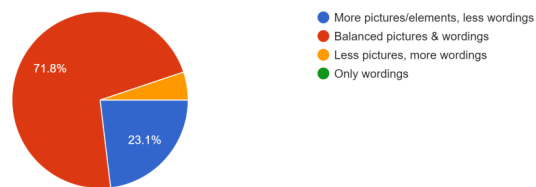- ● Videos (Tiktok, Youtube, etc.)
- ● Websites

30.8%

64.1%

Rate the effectiveness of understanding the information you get from the media platform chosen above
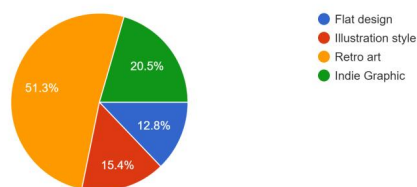
39 responses
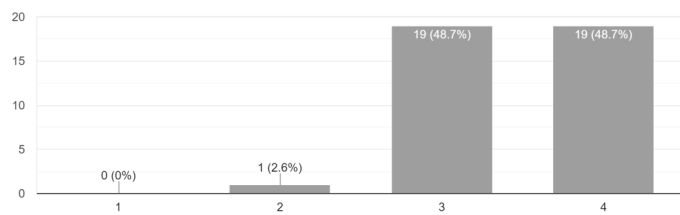
Picture 3.15 Chart of Effective Media

Being provided 4 screen-based media, 64.1% in the majority answered that social media posts are the most consumed platform of digital communication. 48.7% also answered that from the media platform chosen, they can understand an information they've obtained from the certain media pretty well.
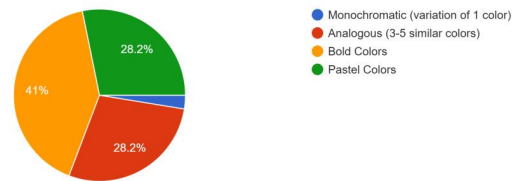
Which of these formats would help you understand an information more?

39 responses

- ● More pictures/elements, less wordings
- ● Balanced pictures & wordings
- ● Less pictures, more wordings
- ● Only wordings

71.8%

23.1%

Which one of these art styles stands out the most?

39 responses

- ● Flat design
- ● Illustration style
- ● Retro art
- ● Indie Graphic

51.3%

20.5%

12.8%

15.4%

Graphic Visual Novel…, Felicia Greta Tanjaya, Universitas Multimedia Nusantara

Which one of these color formats is the most interesting?
39 responses

● Monochromatic (variation of 1 color)
● Analogous (3-5 similar colors)
● Bold Colors
● Pastel Colors

Picture 3.16 Chart of Design Preferences

It can be concluded that to understand information well, the balanced visual elements & wordings in a certain design would be the most effective, as stated in the results of the chart by 71.8%. When provided with 4 different art styles to choose from, 51.3% chose the retro art style to be the most interesting, and for color matters, 41% in the majority chose bold colors to be used.

3.2 Design Methodology

The Design method used by the author to create the Graphic Visual Novel regarding the awareness of Post-Study Abroad depression (PSAD) for IISMA Awardees is the method coined by Robin Landa (2010) that includes five stages, which are:

3.2.1 Orientation

In this stage, the author will re-study the material she wants to convey and carry out appropriate research on. The things that are important for the author to prepare are the collection of information and to find the most suitable method of delivery for the target audience.

3.2.2 Analysis

From the information and research obtained, the author will re-analyze the information delivery strategies that are most appropriate to use to convey information to the target audience verbally and visually.

3.2.3 Concept

The design concept will be designed by the author and will present the results of the analysis of the design concept in the information media. The

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author will create a concept of graphic elements that are suitable for use in the information book she wants to design.

3.2.4 Design

At this stage the author begins to create all the assets needed to support the delivery of information in the book, such as the design of graphic elements and characters/mascots which refer to the designs and references that have been sought in the Concept stage.

3.2.5 Implementation

At this stage the information media that has been evaluated and considered final will be launched and ready to be used as a information forum for future IISMA awardees.