

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Subject

The research subject for this final project was determined by reviewing existing literature and analyzing the data gathered from the pre-questionnaire in Chapter I, as well as the main questionnaire explained later in this study. This process helps identify any gaps in existing studies and establish relevant areas to explore related to political echo chambers in social media. Data taken from the pre-questionnaire has also provided some prior insight to consider.

These subject specifications were formed by taking both social media user demographics and the likelihood of their political involvement into account. Narrowing down the wide range of social media users and their activity helps clarify the mechanics and effects behind political echo chambers, as well as determine the appropriate manner of communication and persuasion to adopt when addressing the issue. These factors also allow this project to more accurately target demographics who are more politically involved, and are thus more prone to echo chambers.

Focusing on a specific research subject is done to ensure that this project is able to restrict its scope to the intended audience alone. This ensures the research being conducted, as well as the subsequent project, will be relevant to the target audience. The research subject for this final project is as described below:

A. Demographic Segmentation

- a. Age: 20-24 years old. This age range is based off of internet user and voter demographics as markers of political involvement on social media. According to data collected by Statista.com in 2024 on the global age distribution of internet users, 81% of teenagers and young adults (aged between 15 and 24 years old) regularly access the internet. In addition, Badan Pengawas Pemilihan Umum (2025) states that voters aged 17-24 years old

make up 25% of the total votes counted in 2019. To further focus the age range for the research subject, this study will also employ the age grouping categories established by Badan Pusat Statistik (BPS, 2024), which groups demographics into five-year ranges.

- b. Gender: Male and female.
- c. Education: High school & varsity. This education level is in line with the age demographic described above.
- d. Occupation: Students. Similar to education, the occupation demographic was chosen to adjust for the age demographic. In addition to this, 88.5% of the main questionnaire's respondents listed themselves as students.
- e. SES: B. This demographic was determined by analyzing the monthly expenditure data of the respondents in the main questionnaire, with 24.2% of respondents placing in the Rp1.500.000 – Rp2.500.000 range. This aligns with the SES classification chart created by Otoritas Jasa Keuangan (2021), which organizes SES categories into groups from A to E based on monthly expenditure.

B. Geographic Segmentation

- a. Location/Domicile: Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi). This area was chosen as it is the densest populated area in Indonesia (BPS, 2023), as well as the most urbanized area.
- b. Environment: Urban.
- c. Language: Indonesian.

C. Psychographic Segmentation

- a. Social media users with frequent use (at least once a day, with an average of 4-6 hours of use per day).
- b. Social media users who have been exposed to political content on social media platforms, both through their feed & other users.

- c. Social media users who have fostered politically homogeneous environments (especially unknowingly) through their usage of social media.

3.2 Design Methodology & Procedures

The research methodology applied for this project is qualitative research as described by Sarah J. Tracy (2012). She defines qualitative research as a method of research which aims to develop an understanding of human experience, behavior, social factors, and meaning. This methodology was chosen to suit the topic of political echo chambers because of its deep roots in social phenomena and interactions, which likely means in-depth information and insight will be needed to tackle it effectively.

The design methodology adapted for this project is Five Phases of the Graphic Design Process. This methodology is taken from Robin Landa's 2018 book, *Graphic Design Solutions, Sixth Edition*, and is more focused on utilizing design as a tool to help solve social problems. It spans the entire design process, starting from identification of problems from a designer's viewpoint, and ending at the steps needed to integrate the designed solution.

In her design methodology, Landa outlines its five major steps, which are Orientation/Material Gathering, Analysis/Discovery/Strategy, Conceptual Design/Visual Concepts, Design Development, and Implementation. These five steps form a comprehensive methodology of design as a method of problem solving, including the process of gathering information on the problem being tackled, to the creation process of the design itself, and finally, how to implement the finished design in a meaningful and effective way. As such, this framework is widely applicable across several fields of design, including the scope of this study.

3.2.1 Orientation/Material Gathering

The first phase of this framework entails research into the topic or problem being discussed by the researcher. In this phase, information on the topic is gathered through various methods into a singular bank of data. This

data will then be analyzed and used to form the basis of the process towards designing a solution.

The goal of the Orientation/Material Gathering phase is to develop a comprehensive understanding of the problem being handled before starting the design process itself. This includes information and data both from the topic and from the target audience. By exploring the connections between audience and problem, novel and effective ideas may come into light, granting a new way of navigating the problem and bridging it with the audience.

For this phase, the author has conducted two expert interviews, a focus group discussion, a questionnaire, and analysis of existing studies & projects as research instruments to gather data about the problem. Data gathered from the questionnaire, the focus group discussion, and the expert interview with a communication practitioner is used to create a profile of the target audience of this study and their understanding of political echo chambers in social media, as well as collecting general information that can be conveyed as a key message to the audience during the design process. The existing study & reference study analyses and the expert interview with a social media designer is used to explore different ways of communicating the intended information & persuasive message on political echo chambers through the campaign in an efficient, effective method of design.

3.2.2 Analysis/Discovery/Strategy

The second phase of this framework is the analysis of data gathered through the previous Orientation/Material Gathering phase. Through analysis, the data is assessed and summarized into forms that are more easily accessible and understandable. This processed information can then be examined for insight and used again for other phases of this process.

The goal of the Analysis/Discovery/Strategy phase is to come up with a strategy for the design process using the data that's been gathered. To do this, the previously collected data must be processed and understood in full,

and then distilled into a set of key takeaways. If conducted properly, this phase can lead to the emergence of a key message to be communicated to the audience, as well as a more organized collection of usable information that can be utilized in the following phases. All these points can then be compiled into a singular design brief, serving as a guide for the ensuing design process.

For this phase, the author will arrange the data collected from the previous questionnaire, focus group discussion, and interviews into sets of data, and conclude key points from each research technique in regards to the research topic. The data acquired from the expert interview with a communication practitioner, the focus group discussion, and the questionnaire will be used to determine the content on political echo chambers delivered in the campaign, the message being communicated to the audience, and the primary media of choice. The expert interview with the social media designer, in tandem with the existing study and reference study analyses, will be used to determine the visual guidelines of the design and the preferred manner of communication. In addition, through methods such as brainstorming and mind mapping, the general tone, goal, message, and strategy of the campaign will also be created.

3.2.3 Conceptual Design/Visual Concepts

The third phase of this framework is exploring creative concepts and directions for the design's final output. Using the processed data from the previous phase, key takeaways can then be leveraged as starting points for idea generation. In the process of creating a design, this phase carries the most importance, as the ideas and concepts established here will be carried on into the final design and its various implementations.

The goal of the Conceptual Design/Visual Concepts phase is to utilize the information gathered and processed in previous phases to establish a unified creative concept. Landa states that a concept should never exist solely on a visual level, and must instead encompass creative communication and message delivery through the design itself. To this end, intensive creative idea generation is paramount, as it will allow a wide scope of ideas to be considered.

For this phase, the author will conduct various methods of idea exploration, such as moodboarding and looking for visual references. In addition, the findings from the reference study conducted in the Orientation/Material Gathering phase will be taken into consideration as well. These will be used to set a singular creative idea and concept to move forward with during the design process of the campaign

3.2.4 Design Development

The fourth phase of this framework is bringing form to the concept established in the Conceptual Design/Visual Concepts phase through design. Visualization is seldom done in a linear fashion, and will often rely heavily on the designer's creative process while designing. The final output of this phase, however, will always be a completed design, acting as an aggregate of previous research and creative exploration.

The goal of the Design Development phase is to realize the data and conclusions gathered in all the previous phases. Information, insight, key takeaways, and concepts, and points from previous phases of this framework can now be synthesized into visual form by way of a design. In this phase, there still exists room for refinement and improvement, largely dependent on the design's reception when presented to the audience.

For this phase, the author intends to explore the established creative concept from the Conceptual Design/Visual Concepts phase. Various methods, such as sketching and thumbnail creation, will be used to generate a rough image of the design. Through refining and digitalization, a key visual of the design will then be created, serving as a basis for other derivative media. Mockup production may also be considered in this phase, depending on the final arrangement of media, to aid in visualizing the finished design.

3.2.5 Implementation

The fifth and final phase of this framework is producing the design and implementing it as a solution to the problem. Typically, this involves

taking the created design and exporting it into the intended output media. Some design projects can also benefit from debriefing, where the execution of the design project is evaluated to measure its efficacy.

The goal of the Implementation phase is to deliver the design to the audience in a tangible, real way. At this point in the process, the audience should be able to access and interact with the design in its finished form. At the same time, the designer should also be able to review the design and its impact, as well as the results achieved by it in regards to problem-solving.

For this phase, the author will focus on the operation of a social media account as the primary media. A specialist counseling session will then be conducted on the overall concept & strategy of the campaign, visual communication, and campaign structure. In addition, the author will conduct a beta test on this project's research subject as specified in Chapter 3.1 following iterations and revisions from the specialist counseling session.

3.3 Research Techniques & Procedures

The techniques used for this project are expert interviews, a focus group discussion, and a questionnaire. These techniques are within the scope of qualitative research methodology, and the data collected through them will be used to develop an understanding of the problem and how to approach it through design. The research techniques conducted here cover three aspects of the problem, which is the topic (political echo chambers in social media), the audience (the research subject of this project), and the media (social campaign design, with the primary media being social media).

To further understand the topic of political echo chambers in social media, the author utilized an expert interview with a communication practitioner. In addition to this, the author utilized a focus group discussion and a questionnaire to gather information on audience preferences and experiences. This helps form the basis of understanding on this topic and how to communicate it to the audience.

Supplementing the information and message being delivered in this project is the design used to convey it. An expert interview, as well as an analysis of references and existing studies/projects, are the techniques chosen for this step in the process. This provides valuable information and insight on social media design as the primary media of choice for this campaign.

3.3.1 Expert Interview

Tracy (2012) defines an interview as a conversation between two people, guided by questions and marked by the exchange of thoughts and ideas. For this technique, the interview subjects will be experts in fields regarding political echo chambers in social media and social media design. As such, this technique will be referred to as an expert interview.

There are two main aspects to be explored through the employment of expert interviews. The first aspect is the communication and availability of information regarding echo chambers in social media, particularly in politics. The second is the methods and key points of graphic design in social media and utilizing it as a communication channel.

This technique will be predominantly used to gather deeper insight from experts within their respective fields. Accordingly, this insight will then act as guides when designing the social media content and subsequent secondary media as part of this campaign. By utilizing more detailed, in-depth information and insight, it is hoped that the design will be able to bridge the problem and the audience more precisely and effectively.

3.3.1.1 Expert Interview with Communication Coordinator

This expert interview was done with a professional in the field of communication, with experience in social media communication and social interaction dynamics. For this, the author has selected Hamzah Ramadhan, MA., a lecturer & communication coordinator at *BINUS International*, to be the interviewee. The questions used for this expert interview are listed below:

1. How long have you been involved in communication & social media?
2. What is your experience with echo chambers in the context of social media, and in your opinion, how does this phenomenon influence current political communication patterns?
3. In your opinion, is there sufficient information and awareness regarding the existence of the echo chamber phenomenon on social media known by the public?
4. What is the role of social media algorithms in the formation of political echo chambers?
5. How significant is the risk of echo chambers increasing political polarization in society? Do you have any personal examples/experiences?
6. How does the echo chamber influence the political involvement of social media users?
7. What kinds of risks can political echo chambers pose to social media users if left undisturbed?
8. What strategies can users use to mitigate the echo chamber effect on social media?

This expert interview aims to gain insight from Hamzah as a practitioner of communication, especially in the dynamics of echo chambers and political discussion on social media. In addition, the questions asked also aim to gauge Hamzah's perception of the general awareness level exhibited by social media users regarding echo chambers. Lastly, it also seeks certain clues on navigating the issue and potential solutions to be proposed to the audience.

3.3.1.2 Expert Interview with Social Media Designer

This expert interview was done with a professional in the field of graphic design, with experience in designing for social media for brands

in various fields & industries. For this, the author has selected Nur Raafi Alif Ramadhan, S.Sn., a senior graphic designer at Metamorphosys Creative & Digital Agency and a design content creator, to be the interviewee. The questions used for this expert interview are as follows:

1. What steps/process do you typically take when designing content for social media?
2. Are there any design characteristics specific to Gen Z in social media design that you've noticed?
3. How does Gen Z typically respond/react when presented with information like this? (if they're resistant) How would you mitigate that?
4. How big of a role does platform choice play in designing for social media?
5. Are there things that should be avoided when designing social media content for Gen Z?
6. How can you avoid audience fatigue or boredom when designing social media content?
7. How do you ensure clear conveyance of information while designing social media content for Gen Z?
8. Do you have any tips or insight you'd like to give regarding social media design for Gen Z?

This expert interview intends to gather insight from Raafi on the design trends and preferences exhibited by the target audience (placed under the general term 'Gen Z') on social media. It also asks for pointers on creating a design that balances informational clarity, message, and visual appeal for the audience to avoid fatigue. Lastly, it gathers information on points and aspects to avoid when designing for social media content.

3.3.2 Focus Group Discussion

A focus group discussion (FGD), also called a focus group interview, is a research technique conducted with 3-12 people where participants have discussions surrounding topics presented by the moderator/researcher (Tracy, 2012). The focus group for this study was conducted online with a group of students from Universitas Multimedia Nusantara, with various backgrounds and interests. The questions used in the focus group discussion are as listed below:

1. How would you describe the kind of political content that you encounter on social media? Do you think they portray a variety of views, or are they more one-sided?
2. Have you ever noticed your social media feed tends to show you political content that's aligned with your own beliefs? How do you feel about this?
3. When you interact with political content on social media, do your interactions serve to strengthen your existing views, or do they tend to introduce new perspectives instead? Why do you think that happens?
4. Do you think diversifying your own political opinions and viewpoints through social media is important? Why?
5. Have you ever been exposed to a piece of information on social media that made you reconsider your opinion on a certain political topic? Could you describe that experience?
6. What do you think about the way political discussions occur on social media? Are they usually civil and respectful, or are they usually hostile, and is there a tendency for people to only interact with those of the same beliefs/opinions?

This focus group discussion intends to gather insight from the target audience regarding their personal views on political content in social media and how they interact with it. This information will be used to analyze common problems and pain points experienced by the audience regarding political echo

chambers in social media. The data gathered with this technique will also be used to bolster the data acquired from the questionnaire to obtain a more in-depth understanding of audience preferences.

3.3.3 Questionnaire

A questionnaire is a set of written questions used to gain information from a large sample of people (Tracy, 2012). By utilizing a questionnaire, data can be systematically taken from a large sample of respondents in a relatively short window of time. This allows a wide range of information to be gathered from the target audience through a single technique.

This questionnaire acts as the main instrument of research and data collection in this study. It provides basic information on the target audience, their experience and exposure level to political echo chambers in social media, and their preferences in visual information delivery. Patterns and trends that emerge during the data collection phase also provide valuable information on the research subject & topic.

The data from the questionnaire will be used to form an initial profile of the target audience as mentioned in the research subject. Through indirect questioning and case studies, this questionnaire also proves the validity of the topic within the target audience by gathering data which indicates exposure to echo chambers in social media. Ultimately, the data collected through this technique will act to mark the characteristics of this study's target audience.

3.3.1.3 First Section

The first section of this questionnaire includes introductory data on the target audience. This serves as the opening part, easing the audience into the following sections of the questionnaire. The data gathered in this section include age, gender, and monthly expenditure, among other points.

Table 3.1 First Section of Questionnaire

No.	Question	Type	Options
1	Name/Initials	Short answer	-

No.	Question	Type	Options
2	Age	Multiple choice	<15 years old
			15-19 years old
			20-24 years old
			25-29 years old
			>29 years old
3	Gender	Multiple choice	Male
			Female
			Other (NB)
4	Domicile	Multiple choice	Jakarta
			Bogor
			Depok
			Tangerang
			Bekasi
5	Current/last education	Multiple choice	Junior high school
			High school
			Undergraduate
			Other
6	Occupation	Multiple choice	Student
			Employee
			Self-employed & entrepreneur
			Freelance
			Not in education or employment
7	Monthly expenditure	Multiple choice	<Rp500.000
			Rp500.000 – Rp1.500.000
			Rp1.500.000 – Rp2.500.000
			Rp2.500.000 – Rp3.500.000
			>Rp3.500.000

The main data pool gathered in this section is demographic data. This is used to profile the target audience of this project. It provides insight into the estimated research subject, as well as narrowing down the target audience to a specific group.

3.3.1.4 Second Section

This section contains questions regarding social media usage and activity in the target audience. It also looks into the types of content encountered by the target audience. The questions asked include the frequency of daily social media usage and the devices most often used to access social media.

Table 3.2 Second Section of Questionnaire

No.	Question	Type	Options
1	Do you actively access social media platforms in your daily life? (at least once a day)	Multiple choice	Yes
			No
2	How many hours do you spend on social media in a day?	Multiple choice	<1 hour(s)
			1-3 hour(s)
			4-6 hour(s)
			>6 hour(s)
3	What device do you use the most to access social media?	Multiple choice	Smartphone
			Tablet
			Laptop
			Computer
4	Which of the following fields do you often encounter on social media?	Checkboxes	Fintech
			Politics
			Lifestyle
			Entertainment
			Education

This section aims to gauge the level of activity exhibited by the target audience on social media. It also gathers information on their level of exposure toward certain fields in social media, hinting at their preferred field of content. The data gathered here can be used to add to the target profile established in the first section, and also provides insight in the form of content preference. This insight can be taken into consideration when designing to determine the manner of communication.

3.3.1.5 Third Section

This section goes deeper into the topic tackled by this study, which is the presence of political echo chambers in social media. Using the recently established *Makan Bergizi Gratis* program as a case study, the questions asked here are used to measure the audience's familiarity with the study's topic from various angles while avoiding the 'echo chamber' term. This not only includes questions about the political alignment of information encountered by the audience, but also their tendencies when engaging in political discourse through social media.

Table 3.3 Third Section of Questionnaire

No.	Question	Type	Options
1	Have you heard of the <i>Makan Bergizi Gratis</i> topic?	Multiple choice	Yes
			No
2	Where did you hear about this topic from?	Multiple choice	Social media (Facebook, X, Instagram, TikTok, etc.)
			Mass news media (TV news channels, news sites, newspapers/e- newspapers, etc.)
			Friends/family
			Other

No.	Question	Type	Options
			I've never heard of this topic
3	How often do you hear about (or interact with) this topic?	Linear scale	1 (never)
			2 (rarely)
			3 (occasionally)
			4 (somewhat often)
			5 (often)
			6 (very often)
4	Where do you stand on the topic?	Multiple choice	Pro/with
			Con/against
			Neutral/in between
5	Regarding the topic, how often do you see content/information on social media which aligns with your opinion?	Linear scale	1 (never)
			2 (rarely)
			3 (occasionally)
			4 (somewhat often)
			5 (often)
			6 (very often)
6	Conversely, how often do you see content/information on social media which goes against your opinion?	Linear scale	1 (never)
			2 (rarely)
			3 (occasionally)
			4 (somewhat often)
			5 (often)
			6 (very often)
7	How do you react when interacting with content/information which goes against your opinion?	Multiple choice	Anger/annoyance
			Ignore it
			Interact/discuss about it deeper
			View & try to understand it
			Other

No.	Question	Type	Options
			I've never seen content going against my opinion
8	How comfortable are you when discussing or interacting with users of opposing opinions?	Linear scale	1 (very uncomfortable)
			2 (uncomfortable)
			3 (somewhat uncomfortable)
			4 (somewhat comfortable)
			5 (comfortable)
			6 (very comfortable)

The objective of this section is to probe the target audience for any exposure political echo chambers, especially from those who have unknowingly seen or participated in them. This section also seeks to measure the mental willingness in the target audience to challenge ideals. Ultimately, the questions in this section are used to gain insight on the experiences of individuals who have interacted with echo chambers and recognize the unwillingness of the target audience in their interactions.

3.3.1.6 Fourth Section

The final section of this questionnaire gathers information on the target audience's favored methods and media of information. This includes questions on data sources, devices used to search for information, and their preferred presentation of information. This section also includes a question with options for their visual style of choice (presented in the questionnaire as a set of moodboards).

Table 3.4 Fourth Section of Questionnaire

No.	Question	Type	Options
1	Which of the following media do you often use to search for information?	Checkboxes	Books/e-books
			Brochures/ pamphlets
			Posters/ infographics
			Websites/search engines
			Applications
			Social media
2	From the media mentioned above, which one do you prefer the most?	Multiple choice	Books/e-books
			Brochures/ pamphlets
			Posters/ infographics
			Websites/search engines
			Applications
			Social media
3	What device do you use most often when searching for information?	Multiple choice	Laptop
			Computer
			Tablet
			Smartphone
			I don't search for information digitally
4	Which do you prefer more, information presented visually, or information presented as text/writing?	Multiple choice	Visually (graphics/ images/photos)
			Text (paragraphs/ articles)
			Mixed (both)
5	From the options below, which visual style would	Multiple choice	Retro/Nostalgic
			Y2K

No.	Question	Type	Options
	interest you the most for information delivery?		Minimalism (Bauhaus/Swiss inspired)
			Collage/mixed media

This section is mainly intended to collect data on the social media usage habits of the target audience. The additional data collected regarding visual preference will also be used during the later phases of the design framework as a guide. By understanding these points, the author will be able to select the optimal media and style for the final design.

