

# Writing a Research Proposal



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# Purpose of a Research Proposal



- Demonstrate research feasibility.
- Show understanding of the topic.
- Gain approval or funding.

# Key Components

A faint, artistic background image of a snail resting on a large, detailed leaf. The snail is positioned in the center-left, and the leaf's intricate vein structure is visible across the right side of the frame. The overall tone is soft and natural.

- 1. Title
- 2. Background / Introduction
- 3. Problem Statement
- 4. Objectives
- 5. Literature Review
- 6. Methodology
- 7. Timeline
- 8. Budget
- 9. References

# Choosing a Research Topic



- Select a relevant and researchable problem.
- Align with expertise and institutional goals.
- Ensure originality and significance.

# Background and Rationale

- Explain context and previous research.
- Identify research gaps.
- Justify the importance of the study.

# Problem Statement



- Define the core issue clearly.
- Describe causes and impacts.
- Use evidence to support the need for research.

# Research Questions

- Formulate specific, measurable questions.
- Example: How does digital marketing affect customer retention in SMEs?

# Research Objectives

A dragonfly with a translucent body and a spiral shell on its back, set against a light green and blue background.

- General Objective: overall aim of the study.
- Specific Objectives: measurable steps to reach the goal.

# Literature Review



- Summarize key theories and prior findings.
- Build conceptual framework.
- Highlight knowledge gaps.

# Conceptual Framework



- Diagram showing relationships among variables.
- Explains theoretical foundation of the study.

# Research Methodology



- Research design (qualitative, quantitative, mixed).
- Data sources and sampling.
- Data collection instruments.

# Data Analysis Plan



- Tools and techniques for analysis.
- Example: SPSS, Python, thematic coding, regression.

# Expected Outcomes



- Anticipated findings.
- Theoretical and practical contributions.
- Policy or social implications.

# Ethical Considerations

A background image of a snail on a leaf. The snail is positioned in the center-left, with its shell and body visible. The leaf is large and occupies most of the frame, with its veins clearly visible. The background is a soft, light blue and green gradient.

- Informed consent and confidentiality.
- Data protection and research integrity.

# Project Timeline

A background image featuring a snail on a leaf. The snail is positioned in the center-left, with its shell and body visible. The leaf is large and detailed, showing its veins. The background is a soft, light blue gradient.

- Use Gantt chart or table format.
- Divide activities by months or stages.

# Budget Plan



- Detail major cost categories.
- Include justification for each expenditure.

# Proposal Evaluation Criteria



- Relevance and originality.
- Clarity and feasibility.
- Methodological rigor and ethical soundness.

# Common Mistakes to Avoid



- Vague problem statements.
- Overly broad objectives.
- Incomplete methodology.
- Poor formatting.

# Conclusion

A faint, artistic background image featuring a snail shell and a leaf. The snail shell is positioned in the center, with its spiral pattern clearly visible. The leaf is spread out behind it, showing its intricate vein structure. The overall color palette is soft and natural, with shades of green, brown, and beige.

- A strong proposal shows preparation and clarity.
- Reflects understanding of both topic and process.
- Leads to successful research execution.