

IEI6F2 - Metodologi Penelitian

Pengertian Research

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Pengertian Research



Research

Re : again
Search : Find



Research Definition (Kothari, 2014)

Research in common parlance refers to a search for knowledge.

Research as a scientific and systematic search for pertinent information on a specific topic.

Research is an art of scientific investigation.

Research Definition (Kothari, 2014)

The Advanced Learner's Dictionary of Current English lays down the meaning of research as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.”

Research Definition (Kothari, 2014)

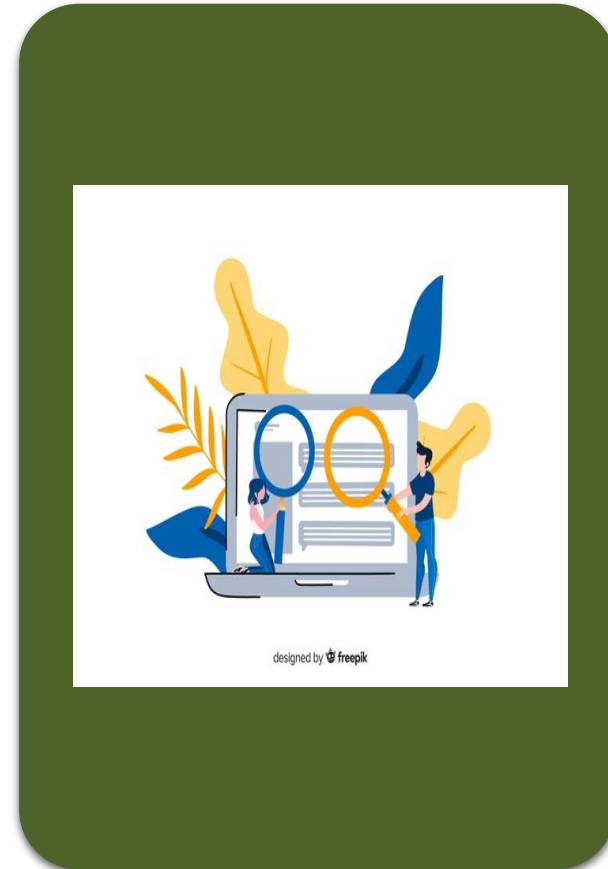
research as a
“systematized effort to
gain new knowledge.”

Redman and Mory (1923)

Some people consider
research as a movement,
a movement from the
known to the unknown. It
is actually a voyage of
discovery.

Research Definition (Kothari, 2014)

'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalization's for some theoretical formulation.



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Research Definition (Nallaperumal, 2017)


Research is defining and redefining problems, formulating hypothesis or suggested

Research is the pursuit of truth with the help of study, observation, comparison and



Scientific Research

Scientific Research focusing on solving problems and pursues a step by step logical, organized and rigorous method to identify the problems, gather data, analyze them and draw valid conclusions there from (sekaran, 2013)





Tujuan Research

OBJECTIVES OF RESEARCH (Kothari, 2014)

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or *formulative* research studies);

2. To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as descriptive research studies);

3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies);

4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies).

Motivasi Research



Research Definition (Nallaperumal, 2017)

Research is defining and redefining problems, formulating hypothesis or suggested

solutions; collecting, organizing and evaluating data; making deductions and

reaching conclusions; and finally testing the conclusions carefully to determine whether they fit the hypothesis formulated.

Research is the pursuit of truth with the help of study, observation, comparison and

experiment; the search for knowledge through objective and systematic method of

finding solution to a problem is Research. The systematic approach concerning

generalization and the formulation of a theory is also research.

Scientific Research


Scientific Research focusing on solving problems and pursues a step by step logical, organized and rigorous method to identify the problems, gather data, analyze them and draw valid conclusions there from (sekaran, 2013)

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MOTIVATION IN RESEARCH

1. Desire to get a research degree along with its consequential benefits;
 2. Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;
 3. Desire to get intellectual joy of doing some creative work;
 4. Desire to be of service to society;
 5. Desire to get respectability.
- 

TYPES OF RESEARCH

There are different types of research based on different aspects such as:

Purpose

Process

Outcome



Kategori Berdasarkan Tujuan (Purpose Category)

Descriptive research

Analytical research

Exploratory research

Predictive research



Descriptive research

Apa ?

Mengapa
?

Siapa ?

Kapan ?

Bagaimana
?

Pertanyaan
Pencarian
fakta

Tujuan utama dari penelitian ini adalah deskripsi karakteristik suatu fenomena saat ini.

untuk menggambarkan, menjelaskan dan memvalidasi fenomena sosial yang menjadi subjek penelitian

untuk deskripsi, peneliti menggunakan frekuensi, rata-rata, dan perhitungan statistik lainnya.

semua jenis metode survei termasuk metode komparatif dan korelasional

Penelitian ini melakukan analisis terhadap suatu fenomena dengan melibatkan data sekunder.

menggunakan fakta atau informasi yang tersedia untuk menganalisis suatu konteks.

Tujuan Analytical Research

untuk memahami fenomena dengan menemukan dan mengukur hubungan sebab akibat.

EXPLORATORY RESEARCH

Penelitian eksplorasi dilakukan ketika ada sedikit atau tidak ada studi sebelumnya untuk dirujuk.

Fokusnya adalah untuk mendapatkan wawasan dan investigasi

Mengumpulkan informasi awal yang akan membantu mendefinisikan masalah dan menyarankan hipotesis.

menggunakan wawancara tidak terstruktur.

PREDICTIVE RESEARCH

It studies determine the frequency with which something occurs or its association with something else.

In diagnostic research the researcher must be able to define clearly, what he wants to measure and must find adequate method for measuring it along with clear cut definition of 'population' he wants to study.

Statistical tools used in this research design includes regression, linear regression and logistic regression

The major areas in which predictive / diagnostic research design used include: business, marketing, government agency and all

KATEGORI BERDASARKAN PROSES

1. Qualitative research

2. Quantitative research

QUALITATIVE RESEARCH

Penelitian ini dirancang untuk mencari tahu bagaimana perasaan orang atau apa yang orang sering pikirkan.

Penelitian dalam ilmu perilaku (Behavioral Sciences).

Tujuannya adalah untuk menemukan motif yang mendasari perilaku manusia melalui deskripsi terperinci.

Data tersebut berupa kata-kata atau gambar

QUANTITATIVE RESEARCH

Penelitian ini didasarkan pada pengukuran kuantitas

Peneliti menggunakan alat-alat seperti kuesioner atau tools untuk mengumpulkan data dan semua aspek penelitian ditunjuk dengan cermat sebelum data dikumpulkan.

Data dalam bentuk angka atau statistik

Data lebih efisien dan dapat diuji

Qualitative Vs Quantitative

Difference between Qualitative Research (QLR) and Quantitative Research (QNR)

Qualitative Research	Quantitative Research
Purpose of research is to gain in depth understanding of phenomena.	Purpose of research is to generalize results from sample to population
Small sample of mostly non representative cases	Large sample of representative cases
Unstructured or semi structured data collection techniques	Standardized techniques i.e. scales, questionnaires or tests etc.
Use non statistical techniques	Use of statistical techniques
Often exploratory in nature	Generalization
Not clearly defined research question	Clearly defined research questions
Development of theory	Verify the theory

Qualitative Vs Quantitative

Qualitative	Quantitative
Investigates and expresses concepts via words	Investigates and expresses concepts via numbers
Asks, "Why? How? What is the context? What are the implications?"	Asks, "How much? How many? What is the strength of the correlation?"
Develops a theory	Tests a theory
Establishes its legitimacy by acknowledging its subjectivity and accounting for its own bias	Establishes its legitimacy by striving for objectivity and freedom from bias
Interprets	Measures
Values process over outcome	Values outcome over process
Requires rich sources	Requires a statistically significant sample size
Assumes a dynamic, organic reality about which humans create meaning	Assumes a static, mechanistic, knowable reality
Focuses on narratives, symbols, human interactions, and systems of human meaning	Focuses on facts, statistics, correlation or causation, and numerical relationships
Reasons dialectically and inductively	Reasons logically and deductively
Explores	Seeks definitive conclusions
Establishes credibility via member check, interviewer corroboration, peer debriefing, prolonged engagement, negative case analysis, auditability, confirmability, bracketing, and/or balance; generalizations are suspect	Establishes validity via replicable results; seeks results that can be generalized
Claims must be arguable (that is, an equally intelligent, informed researcher could take an opposing viewpoint)	Claims must be falsifiable (that is, evidence that would disprove them must be imaginable)
Seeks culturally specific truths	Seeks universal truths
Methods include interviews, case	Methods include empirical observation, measurement,

KATEGORI BERDASARKAN OUTCOME

1. Fundamental or Basic or pure research

2. Applied or action research

Penelitian ini berkaitan dengan generalisasi dan perumusan suatu teori.

Hal ini dilakukan untuk *Intellectual Pleasure* dalam belajar dan tidak memiliki nilai komersial yang melekat pada penemuan yang dihasilkan dari penelitian dasar.

Pada jenis penelitian ini peneliti memiliki kontrol yang cermat terhadap pengaturan penelitian.

melibatkan pengumpulan dan analisis data untuk mengembangkan atau meningkatkan teori dan memiliki pemahaman tentang hubungan teoritis antar variabel

This research is concerned with generalization and formulation of theory.

It is done for the intellectual pleasure on learning and it has no commercial value attached to the discoveries that result from basic research.

This type of research has limited direct applications but in which researcher has careful control over the research setting.

It involves collection and analysis of data to develop or enhances theory and have an understanding of theoretical relationship between variables

APPLIED RESEARCH

Penelitian Ini digunakan untuk menjawab pertanyaan tertentu, memecahkan masalah tertentu atau untuk mendapatkan pemahaman yang lebih baik.

Penelitian ini dikenal juga sebagai penelitian tindakan.

TUJUAN APPLIED RESEARCH

untuk menemukan solusi dari masalah yang dihadapi masyarakat atau organisasi melalui penyelidikan sistematis yang melibatkan aplikasi praktis ilmu pengetahuan, berdasarkan tingkat dan jenis keterlibatan peneliti dapat membedakan penelitian ini berdasarkan ruang lingkup pekerjaan.

dirancang untuk memecahkan masalah dunia modern dibanding menghasilkan pengetahuan.

didefinisikan sebagai penelitian yang digunakan untuk menjawab pertanyaan tertentu, memecahkan masalah tertentu atau untuk mendapatkan pemahaman yang lebih baik.

bertujuan untuk menemukan solusi untuk masalah langsung yang dihadapi dalam masyarakat atau organisasi melalui penyelidikan sistematis yang melibatkan aplikasi praktis ilmu pengetahuan, berdasarkan tingkat dan jenis keterlibatan peneliti dapat membedakan penelitian ini berdasarkan ruang lingkup pekerjaan.

dirancang untuk memecahkan masalah dunia modern daripada memperoleh pengetahuan. Tujuan utama ilmuwan terapan adalah memperbaiki kondisi manusia, misalnya: mengobati atau menyembuhkan penyakit tertentu

Confirmatory vs. Exploratory

- Confirmatory: is it true what we believe based on the existing theory and literature?

- Exploratory: what is going on here, and how can we explain it?

Type of Research

Basic Research	Applied Research
Curiosity	Need/Problem
Theory/Explanation	Product/Services/Method
Neutral	Purposive
Public Domain	Private Domain
Discovery	Invention

Berdasarkan horison waktu:

Studi cross sectional: penelitian yang dilakukan dimana data hanya diambil satu kali, pada suatu periode waktu, untuk menjawab pertanyaan penelitian atau hipotesis penelitian

Studi longitudinal: penelitian yang dilakukan dimana peneliti ingin mempelajari orang atau fenomena dalam beberapa titik waktu untuk menjawab penelitian



Thank You!

