



PROSES PENELITIAN

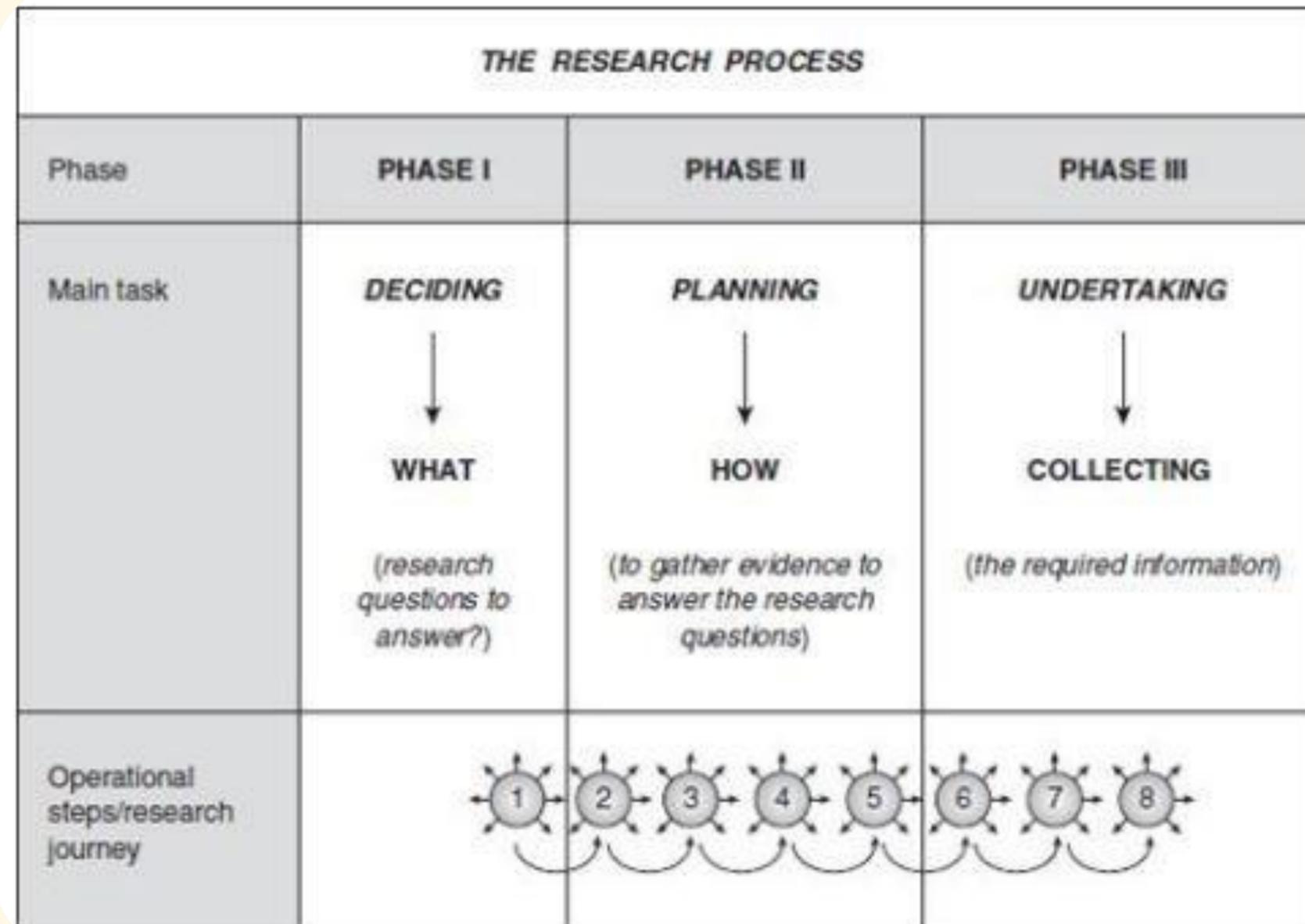
METODE PENELITIAN KUANTITATIF 2020

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Festinger and Katz, who in the foreword of their book *Research Methods in Behavioral Sciences* say that, 'Although the basic logic of scientific methodology is the same in all fields, its specific techniques and approaches will vary, depending upon the subject matter' (1966)

Suppose you want to go out for a drive. Before you start, you must decide where you want to go and then which route to take. If you know the route, you do not need to consult a street directory, but, if you do not know the route, then you need to use one. Your problem is compounded if there is more than one route. You need to decide which one to take

The research process is very similar to undertaking a journey. As with your drive, for a research journey there are also two important decisions to make. The first is to decide *what you want to find out about* or, in other words, what **research questions** you want to find answers to. Having decided upon your research questions or **research problems**, you then need to decide *how to go about finding their answers*



Differences between qualitative and quantitative research

Difference with respect to:	Quantitative research	Qualitative research
Underpinning philosophy	Rationalism: 'That human beings achieve knowledge because of their capacity to reason' (Bernard 1994: 2)	Empiricism: 'The only knowledge that human beings acquire is from sensory experiences' (Bernard 1994: 2)
Approach to enquiry	Structured/rigid/predetermined methodology	Unstructured/flexible/open methodology
Main purpose of investigation	To quantify extent of variation in a phenomenon, situation, issue, etc.	To describe variation in a phenomenon, situation, issue, etc.
Measurement of variables	Emphasis on some form of either measurement or classification of variables	Emphasis on description of variables
Sample size	Emphasis on greater sample size	Fewer cases
Focus of enquiry	Narrows focus in terms of extent of enquiry, but assembles required information from a greater number of respondents	Covers multiple issues but assembles required information from fewer respondents
Dominant research value	Reliability and objectivity (value-free)	Authenticity but does not claim to be value-free
Dominant research topic	Explains prevalence, incidence, extent, nature of issues, opinions and attitude; discovers regularities and formulates theories	Explores experiences, meanings, perceptions and feelings
Analysis of data	Subjects variables to frequency distributions, cross-tabulations or other statistical procedures	Subjects responses, narratives or observational data to identification of themes and describes these
Communication of findings	Organisation more analytical in nature, drawing inferences and conclusions, and testing magnitude and strength of a relationship	Organisation more descriptive and narrative in nature

Formulating a research problem is the first and most important step in the research process. A research problem identifies your destination: it should tell you, your research supervisor and your readers what you intend to research. The more specific and clearer you are the better, as everything that follows in the research process – study design, measurement report

The main function of a research design is to explain how you will find answers to your research questions.

The research design sets out the specific details of your enquiry.

Anything that becomes a means of collecting information for your study is called a 'research tool' or a 'research instrument', for example observation forms, interview schedules, questionnaires and interview guides.

The accuracy of your findings largely depends upon the way you select your sample. The basic objective of any sampling design is to minimise, within the limitation of cost, the gap between the values obtained from your sample and those prevalent in the study population.

A research proposal must tell you, your research supervisor and a reviewer

the following information about your study:

what you are proposing to do;

how you plan to proceed;

why you selected the proposed strategy.

Having formulated a research problem, developed a study design, constructed a research instrument and selected a sample, you then collect the data from which you will draw inferences and conclusions for your study.

The way you analyse the information you collected largely depends upon two things: the type of information (descriptive, quantitative, qualitative or attitudinal); and the way you want to communicate your findings to your readers.

There are two broad categories of reports: quantitative and qualitative. As mentioned earlier, the distinction is more academic than real as in most studies you need to combine quantitative and qualitative skills. Nevertheless, there are some solely qualitative and some solely quantitative studies.



- 1. Informasi penting hari ini**
- 2. Manfaat penting dari informasi penting hari ini**
- 3. Tindak lanjut yang dapat saudara lakukan**

Thank You!

Any Questions?