Desain Penelitian

Presented by :
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Argumen dalam Penelitian

- **Deduction**: penarikan kesimpulan yang dianggap konklusif
- **Induction**: pengambilan kesimpulan dari satu atau beberapa fakta
Elemen Teori

- Konsep dan Konstruk
- Definisi: konseptual, teoretikal dan operasional
- Variabel:
  - Laten dan Terobservasi
  - Independent, dependent, mediating (intervening), moderating, extraneous
- Proposisi dan Hipotesis
- Teori
- Model: pengukuran dan struktural
Theoretical Framework

- A logically developed, described, and explained network of associations among variables of interest to the research study.

- Five basic features of theoretical framework:
  - The variables considered relevant to the study should be clearly identified and labelled in the discussions.
  - The discussions should state how two or more variables are related to one another.
  - If the nature and direction of the relationship can be theorized on the basis of the findings from previous research, then there should be an indication in the discussion as to whether the relationship would be positive or negative.
  - There should be a clear explanation of why we would expect these relationship to exist.
  - A schematic diagram of the theoritical framework should be given so the reader can see and easily comprehend the theorized relationship.
Research Purpose

- **Exploration – exploratory research**
  - If the issue was new or researchers had written little on it, you began at the beginning.
  - Exploratory researchers are creative, open minded, and flexible. It adopts and investigates stance; and explores all sources of information.

- **Description – descriptive research**
  - Descriptive research presents a picture of the specific details of a situation, social setting, or relationship.
  - Descriptive researchers use data-gathering techniques: field research, content analysis, and historical-comparative research.

- **Explanation – explanatory research**
  - When you encounter an issue that is already known and have a description of it, you might begin to wonder why things are the way they are.
  - The desire to know “why,” to explain, is the purpose of explanatory research.
Probability Sampling Designs

- Simple random sampling
- Systematic sampling
- Stratified sampling
  - Proportionate
  - Disproportionate
- Cluster sampling
- Double sampling
Nonprobability Sampling

- Convenience Sampling
- Purposive Sampling
  - Judgment Sampling
  - Quota Sampling
- Snowball Sampling
Metode Pengumpulan Data

- Eksperimen
- Survey
- Content analysis
- Existing Statistic
- Field Research
- Historical Comparative
- Wawancara
- Kuesioner
- Observasi
- Motivational Techniques
Power to Produce Effects: Control and Manipulation/treatment

- Field Study
- Field Experiment
- Lab Experiment
- Simulation
- Ex Post Facto
Dimensi Waktu Studi

- **Cross-sectional studies**: pengukuran variabel dilakukan sekali; perbandingan antar unit pada titik waktu yang sama

- **Longitudinal studies**: pengukuran variabel dilakukan lebih dari sekali (time series, panels, cohorts); pengukuran perubahan/perbedaan dari waktu ke waktu
Cakupan Studi

- **Statistical studies** berupaya menjelaskan karakteristik populasi melalui sampel, biasanya bersifat deskriptif.

- **Case studies** menekankan pada analisis kontekstual kejadian-kejadian atau kondisi, mengembangkan argumen mengenai kausalitas.
Unit Analisis
(tingkat agregasi data)

- Individu
- Dyads, triads
- Group
- Organisasi
- Industri
- Kultur
Level Analisis

- Individu
- Organisasi
Pengukuran

- **Objects:**
  - Things of ordinary experience
  - Some things not concrete

- **Properties:** characteristics of objects

- **Observed Variables**

- **Unobserved Variables (latent variables, constructs)**
An *emic* approach to the measurement process begins with empirical indicators and aims to discover the constructs that facilitate our understanding of these indicators.

An *etic* approach to the measurement process begins with formal constructs and aims to select empirical indicators to represent these constructs.

Model Pengukuran
Formatif dan Reflektif

Formatif: to explain

Reflektif: to describe

Konstruk

Faktor

Indikator

Indikator

Indikator

Indikator
### Tipe Data

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VALIDITAS INSTRUMEN

- CONTENT AND FACE VALIDITY (JUDGMENTAL)
- CONCURRENT VALIDITY (CORRELATION, CROSS SECTIONAL)
- PREDICTIVE VALIDITY (CORRELATION, LONGITUDINAL)
- CONSTRUCT VALIDITY (JUDGMENTAL, CONVERGENT – DISCRIMINANT TECHNIQUES, FACTOR ANALYSIS, MTMM ANALYSIS)
RELIABILITAS INSTRUMEN

- INTERNAL CONSISTENCY (SPLIT HALF TECHNIQUE, ITEM-TO-TOTAL CORRELATION, CRONBACH’S COEFFICIENT ALPHA)
- STABILITY (TEST-RETEST)
- EQUIVALENCE (INTERRATER RELIABILITY, DELAYED EQUIVALENT FORMS)
- CONSTRUCT RELIABILITY (CONFIRMATORY FACTOR ANALYSIS)
Analisis Data

- Analisis Kuantitatif
- Analisis Kualitatif