

Qualitative Research

CMM 403 Seminar Komunikasi (PR-A)
Pertemuan M-11 Semester Gasal 2021-2022

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Qualitative Research (Big Data, Analysis Type & Software)

01

Mengapa Kualitatif ?

02

**Apa kaitannya
dengan Big Data ?**

03

**Big Data dan
Penelitian Kualitatif**

04

**Keabsahan Data
Penelitian
Kualitatif**



01

Mengapa Kualitatif ?

MENGAPA KUALITATIF?

Auguste Comte (1798)

Karena kompleksitasnya untuk memahami tentang “manusia” membutuhkan pendekatan karena ada fenomena yang tidak dikenal dalam ilmu pasti: “kesadaran”

BEBERAPA KELEBIHAN MENGUNAKAN PENDEKATAN KUALITATIF

Memberikan peluang pada peneliti untuk memahami secara mendalam tentang

Konsep-konsep

Definisi

Karakteristik

Metafora

Simbol-simbol

Pejelasan
tentang benda-
benda

Pertanyaan penting yang harus dijawab sebelum memutuskan menggunakan pendekatan Kualitatif:

- Apakah anda ingin menghasilkan teori atau menguji hipotesis?
- Apakah anda ingin memperoleh pemahaman mendalam tentang suatu isu?
- Apakah anda bermaksud untuk melakukan generalisasi?
- Apakah ada hibah untuk penelitian kualitatif?



PERDEBATAN KUANTITATIF- KUALITATIF

Prof William M.K. Trochim – Cornell University

Baik kualitatif maupun kuantitatif dikembangkan berdasarkan tradisi dan multidisiplin serta dapat dioperasikan untuk meneliti beragam isu yang anda inginkan.

Perdebatan tentang kedua pendekatan ini sebaiknya difokuskan pada *asumsi* dan *jenis data*

PARADIGMA (PHILOSOPHICAL WORLDVIEW)

Pos-positivisme	Konstruktivisme
Determination Reductionism Empirical observation and measurement Theory verification	Understanding Multiple participant meanings Social and historical construction Theory generation
Transformatif	Pragmatis
Political Power and justice oriented Collaborative Change-oriented	Consequences of actions Problem-centered Pluralistic Real-world practice oriented

ASUMSI PENDEKATAN KUALITATIF

TEORITS	QUALITATIF
REALITAS	Realitas itu beragam dan dikonstruksi oleh peneliti/pengamat
OBJEKTIF/SUBJEKTIF	Bersifat subjektif, karena sesuai dengan peran peneliti/pengamat di lapangan
PERAN PENELITI	Peneliti memiliki peran sentral, interpretasi atas hasil penelitian dipengaruhi oleh latar belakang dan pengalaman peneliti
GENERALISASI	Tidak bertujuan untuk melihat sebab akibat dan tidak bermaksud untuk melakukan generalisasi
CARA MEMPEROLEH PENGETAHUAN	Terdapat beragam desain penelitian yang dapat digunakan untuk memahami sebuah fenomena

DESAIN-DESAIN PENELITIAN KUALITATIF

Riset Naratif

Fenomenologi

*Grounded
Theory*

Etnografi

Studi Kasus

FOCUS OF FIVE QUALITATIVE APPROACHES

DESAIN KUALITATIF	FOKUS	CONTOH
NARRATIVE	Menggali kehidupan seseorang, khususnya terkait dengan elemen-elemen bahasa.	A Narrative Research Approach: The experiences of Social Media Support in Higher Education
PHENOMENOLOGY	Memahami pengalaman seseorang atau kelompok orang	Entrepreneurial learning from failure: A interpretive phenomenological analysis
GROUNDED THEORY	Mengembangkan teori berdasarkan data lapangan	What drives car use? A grounded theory analysis of commuters' reasons for driving
ETHNOGRAPHY	Menggambarkan dan memaknai symbol-symbol budaya suatu kelompok masyarakat	The meaning of home in the end of life: A video-reflexive ethnography study
CASE STUDY	Interpretasi mendalam tentang suatu kasus atau beberapa kasus	Waste Bank as community-based Environmental Governance: A Lesson Learn from Surabaya

LALU APA KAITANNYA DENGAN BIG
DATA?

02

Big Data



COMPUTER MEDIATED COMMUNICATION



Memberikan peluang
keberagaman analisis
terhadap bahasa,
komunikasi interpersonal
dan kelompok

Gender

Ras

Budaya virtual
Identitas

Cross Cultural
Relations

●
Pendidikan

KELEBIHAN CMC

Keluasan akses terhadap beragam partisipan

Menghemat biaya dan waktu

Mengurangi bias ketika membuat transkrip

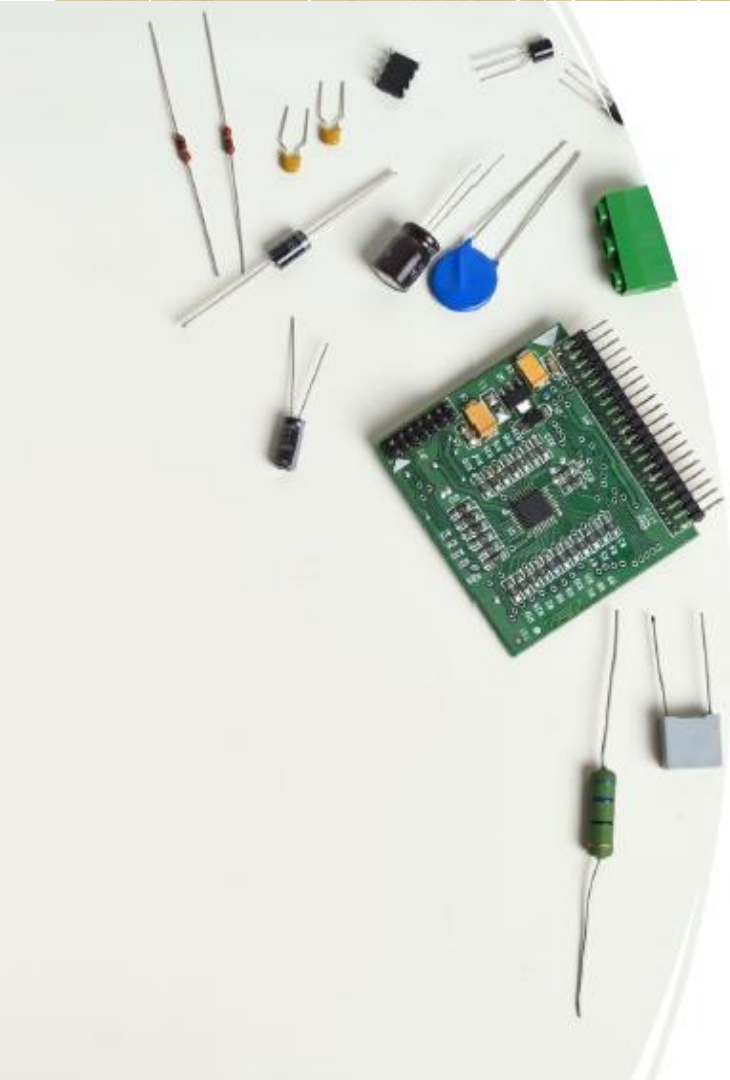
Kemudahan pengelolaan data

Memberi peluang lebih luas terhadap pandangan partisipan

PENDEKATAN KUALITATIF DAN BIG DATA

Qualitative researcher can potentially make greater use of relevant text-based data across a range of modes that have proliferated since the rise of the internet, with open access archives of web pages, books, news reports, legislation, community archives, town hall meetings, social media content, audio archives, podcasts, and images.

Researchers can combine the analysis of big data patterns with interviews, focus groups, and ethnographic observations of online users to make the connections between large data trends, and rich complementary data from individual users or cases.



TANTANGAN MENGGUNAKAN

- Literasi computer peneliti
- Pengelolaan saat FGD
- Kemampuan interaksi secara online
- Kepastian kerjasama
- Gangguan pada jaringan internet

BIG DATA, DATA MINING, TEXT MINING



BIG DATA DAN DATA MINING



Big Data adalah data berukuran besar yang volumenya akan terus bertambah, terdiri dari berbagai jenis atau varietas data, terbentuk secara terus menerus dengan kecepatan tertentu dan harus diproses dengan kecepatan tertentu pula.

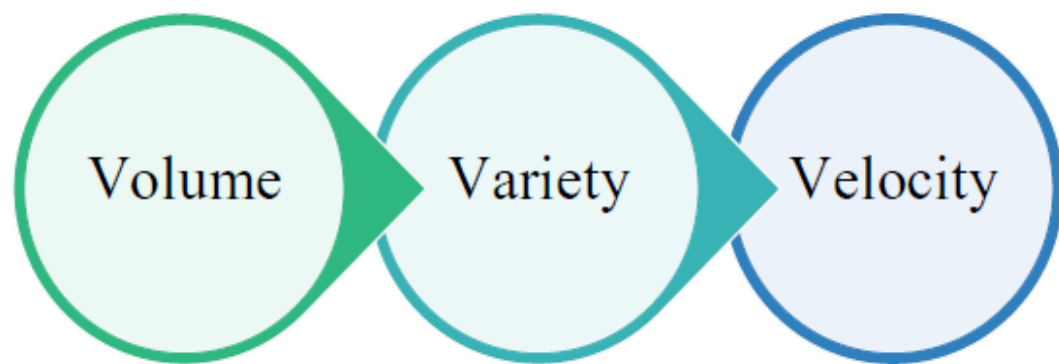


Data mining atau *Knowledge Discovery in Databases (KDD)* adalah pengambilan informasi yang tersembunyi, dimana informasi tersebut sebelumnya tidak dikenal dan berpotensi bermanfaat. Proses ini meliputi sejumlah pendekatan teknis yang berbeda, seperti *clustering*, *data summarization*, *learning classification rules*.



Text mining adalah sebuah proses pengetahuan intensif dimana pengguna berinteraksi dan bekerja dengan sekumpulan dokumen dengan menggunakan beberapa alat analisis (Fieldman & Sanger, 2007)

3 KARAKTERISTIK BIG DATA



3 KARANTERISTIK BIG DATA

Volume terkait dengan besarnya data yang dapat digunakan dalam sebuah penelitian. Misalnya dalam hitungan menit dapat diperoleh data tentang trending tweet pada hari ini dan real time.

Variety, big data dapat menganalisis berbagai jenis data dari berbagai sumber, mulai dari teks, video maupun gambar-gambar yang dibutuhkan

Velocity, big data dapat mengakses data secara real time dan ini membantu melakukan analisis situasi terbaru untuk mengambil keputusan (Wamba et al., 2015).

BIG DATA



PENELITIAN KUALITATIF DALAM BIG
DATA BERMANFAAT DALAM...

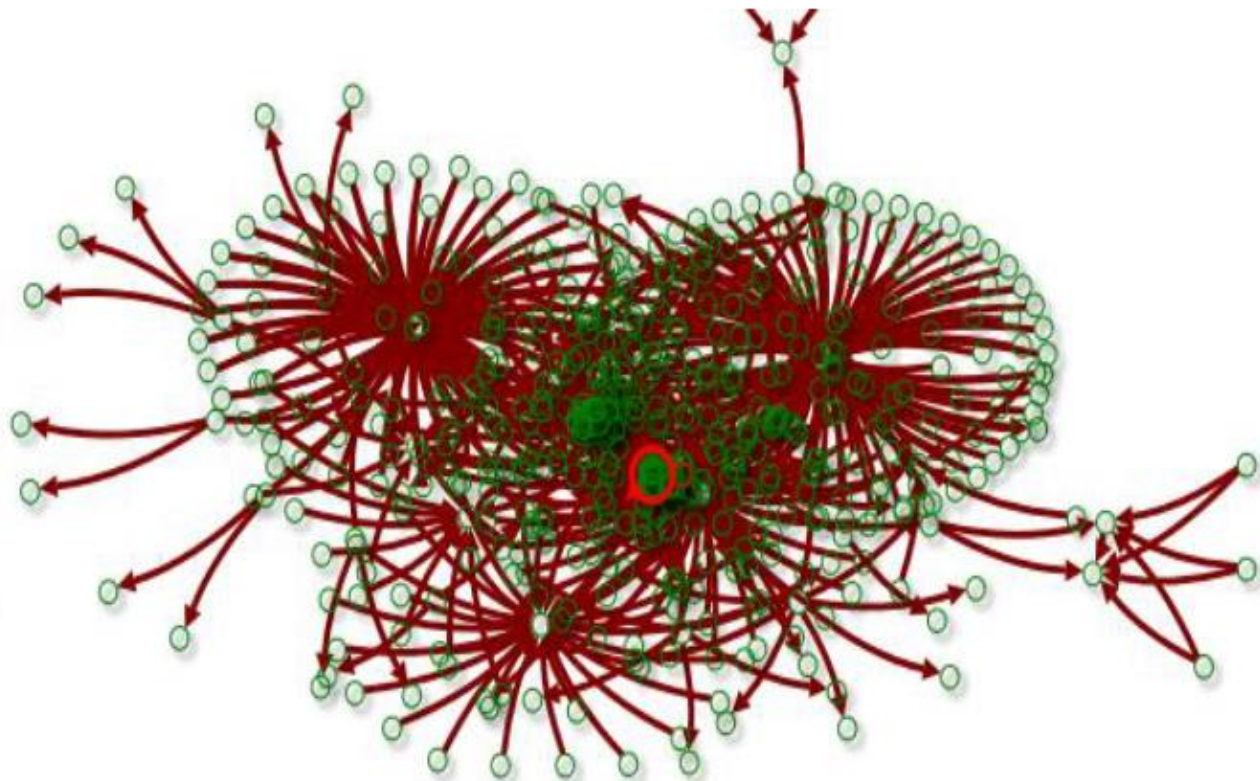
- Memahami mengapa para pengguna online menggunakan situs tertentu, dan menjelaskan secara rinci tentang persepsi dan perasaannya terhadap perilaku konsumsinya secara online. (Borgman, 2015)

The background of the slide is divided into two main sections. The left section, which takes up about two-thirds of the width, has a light tan or beige background with a subtle, mottled texture. Overlaid on this is a white grid consisting of three horizontal lines and three vertical lines, creating a 4x4 grid of squares. A white curved line, resembling a quarter-circle or a segment of a larger circle, starts at the top-left corner of the grid and arcs towards the bottom-right corner, passing through the intersections of the grid lines. The right section of the slide is a solid, darker brown color, also with a subtle texture. It contains the main title and subtitle in white text.

03

**Big Data &
Penelitian
Kualitatif**

PEMBICARAAN SAMPAH PLASTIK DI TWITTER



Created with NodeXL Basic (<http://nodexl.codeplex.com>) from the Social Media Research Foundation (<http://www.smrfoundation.org>)

Apakah Pendekatan Kualitatif dapat menjawab permasalahan?

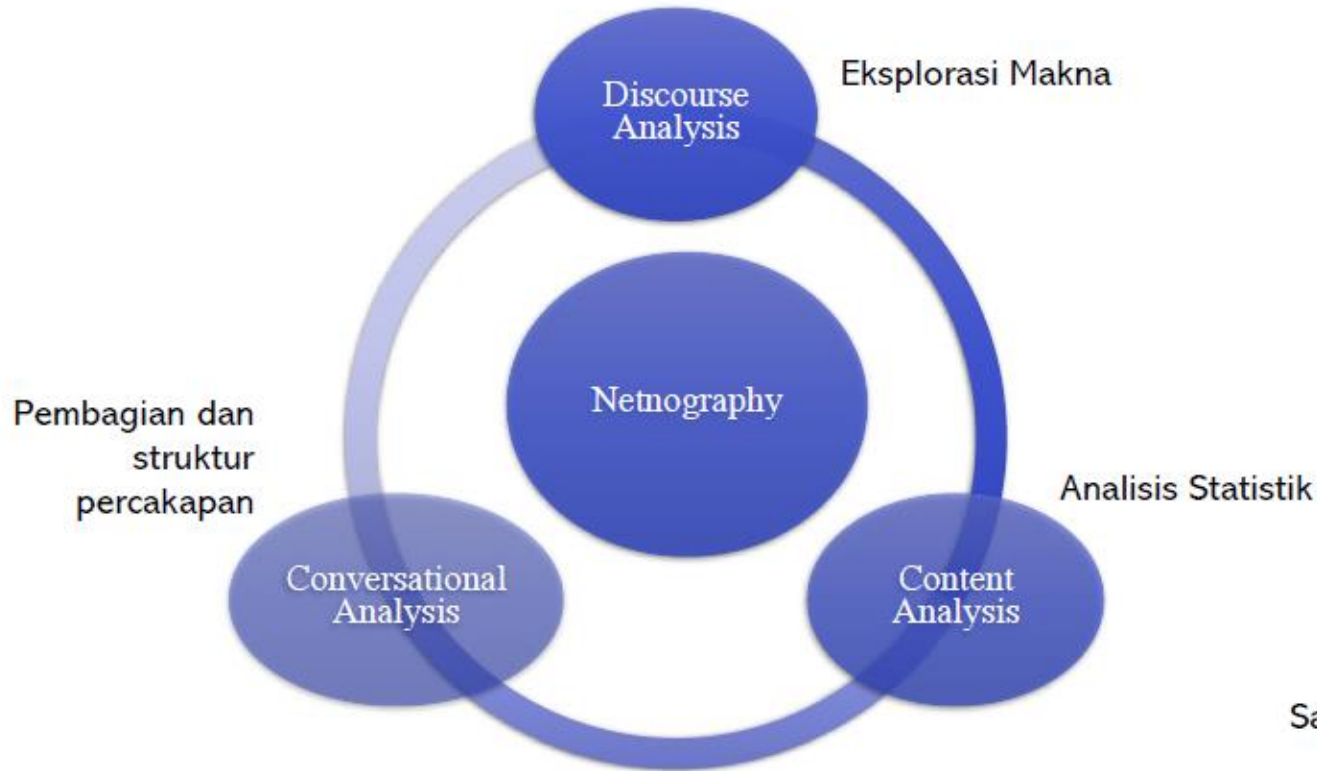


ETNOGRAFI VIRTUAL

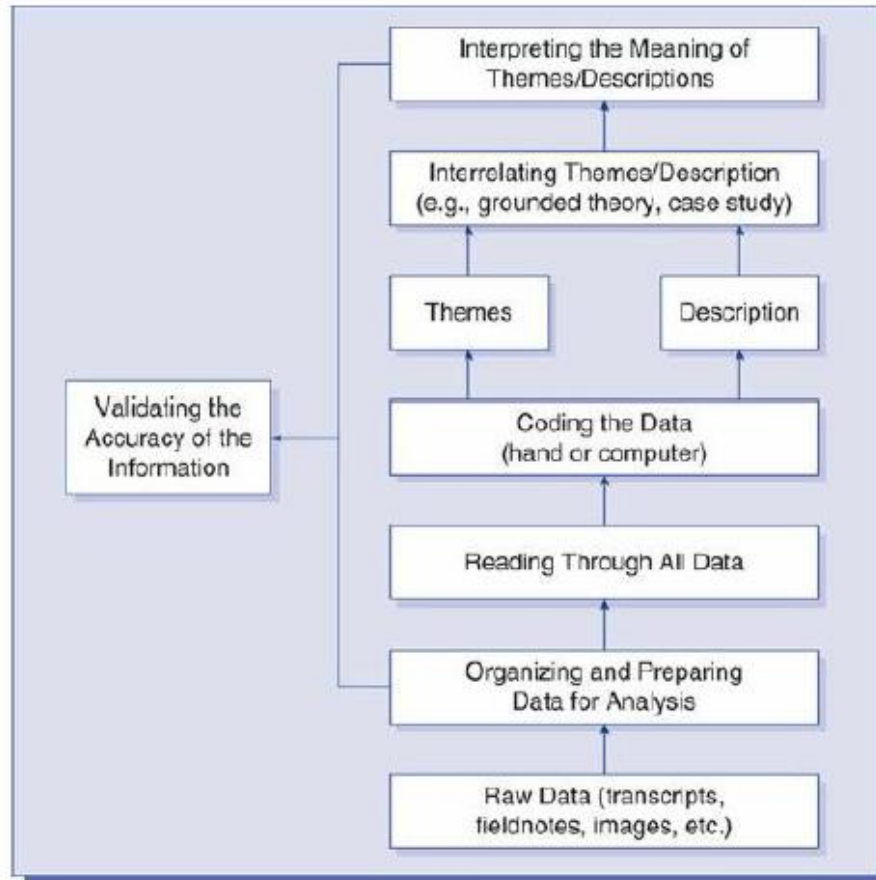


NETNOGRAFI

Analisis dapat dilakukan dengan...



Sadovykh & Sudaram
(2015)



DATA ANALYSIS PROCEDURES

SOFTWARE FOR QUALITATIVE DATA ANALYSIS

<https://www.maxqda.com/just-released-maxqda-2018>

<https://atlasti.com/product/v8-windows/>

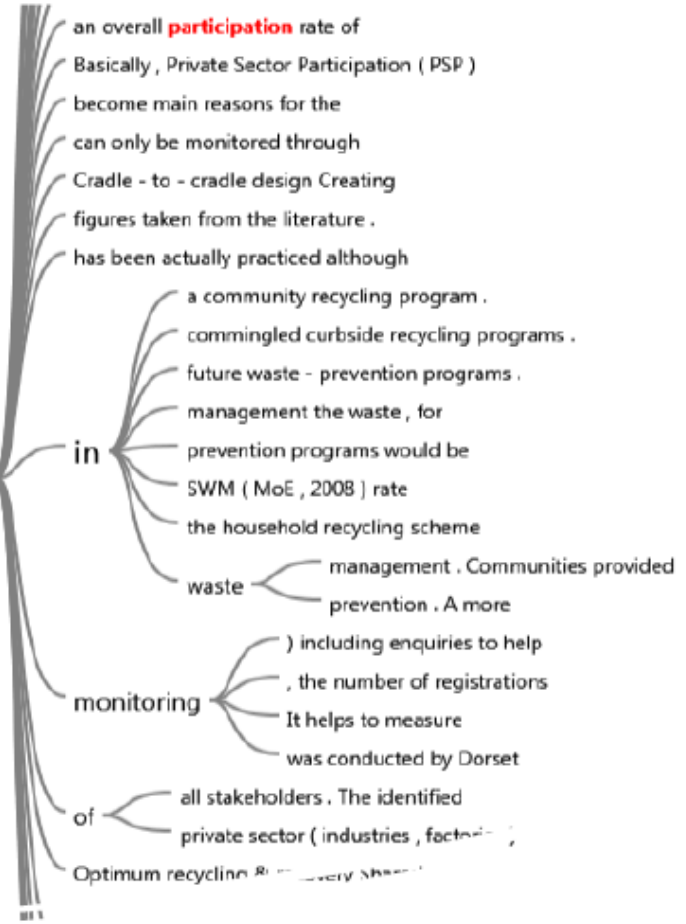
<https://www.qsrinternational.com/nvivo/nvivo-products>

<http://www.researchware.com/products/hyperresearch.html>

WORLD TREE DENGAN NVIVO



participation



04

Keabsahan Data Penelitian Kualitatif



Many perspectives exist regarding the importance of validation in qualitative research, the definition of it, term to describe it and procedures for establishing it.

- The most popular perspective in validation the qualitative provided by Lincoln & Guba (1985).
- To establish the "**trustworthiness**" of the study Lincoln & Guba use the unique terms, such as *credibility*, *authenticity*; *transferability*, *dependability*, and *confirmability*.
 - **Credibility** established by use a technique of prolonged engagement in the field and **triangulation** of data sources, methods, and investigated relevant research.
 - Thick description is necessary to make sure that the study is transferability
 - **Dependability and confirmability** are established through an auditing of the research process



TRIANGULATION IN QUALITATIVE APPROACH

Denzin (1978):

- **Data triangulation** of (1) time, (2) space, and (3) person, with person analysis on multiple level: (a) aggregate; (b) interactive, and (c) collectivity.. Denzin notes that “theoretical sampling” is example of data triangulation.
- **Methodological triangulation** or use of multiple methods
- **Theory or perspective triangulation** refers to the ways in which researchers might compare participant's own accounts with “alternative theoretical schemes”

Eisner (1991) use the credibility through construction standard such as corroboration, consensual validation, and referential adequacy

- *Structural corroboration* need multiple types of data support or contradict the interpretation
- *Consensual validation*, seeks the opinion of others.
- *Referential adequacy*, construct by criticism. The goal of criticism as illuminating the subject matter and bringing about more complex and sensitive human perception and understanding

Qualitative research also have re-conceptualized validation with a postmodern sensibility.

Lather (1993) provide "four frames of validation", namely

- *Ironic validation*, is where the researcher present truth as a problem
- *Paralogic validation*, is concerned with undecidable, limits, paradoxes, and complexities, a movement away from theorizing things and toward providing direct exposure to other voices in an almost unmediated way.
- *Rhizomatic validation*, pertains to questioning proliferations, crossings, and overlaps without underlying structures or deeply rooted connection.
- *Voluptuous validation*, which means that the researcher sets out to understand more than one can know and to write toward what one does not understand.

Ethical issue occurs in ...

Prior to conducting the study

- Professional standards
- Permission from the site and participants
- Selecting site
- Authorship publication

Beginning the study

- Identify research problem that will benefit to participants
- Disclose purpose of the study
- Respect norms and the charter of indigenous societies
- Be sensitive to need of vulnerable populations

Collecting Data

- Respect the site, and disrupt as little as possible.
- Make certain that all participants receive the same treatment
- Respect potential power imbalances and exploitation of participants
- . Avoid collecting harmful information.

Ethical issue occurs in ...

Analyzing Data

- Avoid siding with participants
- Avoid disclosing only positive results
- Respect the privacy and anonymity of participants

Reporting, Sharing & Storing Data

- Avoid falsifying authorship, evidence, data, findings, and conclusions
- Avoid disclosing information that would harm participants.
- Communicate in clear, straightforward, appropriate language,
- Do not duplicate or piecemeal publications

Adapted from APA (2010); Creswell (2013); Lincoln (2009); Mertens and Ginsberg (2009); and Salmons (2010)

Tugas !

NO	URAIAN TUGAS	KUMPULKAN MINGGU KE-	KETERANGAN LINK GF
1	Menyusun 3 outline penelitian dari metode yang berbeda	2	
2A	Mereview tugas 1 dengan sistem ganjil genap	3	
2B	Menyusun Bab 1 Proposal Penelitian		
3A	Mereview tugas 2B dengan sistem ganjil genap	4	
3B	Menyusun Bab 2 Proposal Penelitian		
4A	Mereview tugas 3B dengan sistem ganjil genap	5	
4B	Menyusun Bab 3 Proposal Penelitian		
5A	Mereview tugas 4B dengan sistem ganjil genap	6	
5B	Menyusun Bab 4 Proposal Penelitian beserta lampiran		
6A	Mereview tugas 5B dan Bab 1-3 dengan sistem ganjil genap	7	
6B	Merevisi Proposal (Bab 1-4) beserta lampiran		
7	Membuat PPT dan Rekaman Presentasi Proposal Penelitian	8	
8	Mereview Presentasi (live)/rekaman proposal penelitian M9	10	
9	Mereview Presentasi (live)/rekaman proposal penelitian M10	11	
10	Mereview Presentasi (live)/rekaman proposal penelitian M11	12	
11	Mereview Presentasi (live)/rekaman proposal penelitian M12	13	
12	Mereview Presentasi (live)/rekaman proposal penelitian M13	14	
13	Mereview Presentasi (live)/rekaman proposal penelitian M14	15	

NO	URAIAN TUGAS	KUMPULKAN MINGGU KE-	KETERANGAN LINK GF
10	Mereview Presentasi (live)/rekaman proposal penelitian M11	12	

Deadline Pengumpulan Tugas Pribadi 10 : M-12 (23.59)

Quantitative Research (Content Analysis)

**CMM 403 Seminar Komunikasi (PR-A)
Pertemuan M-12 Semester Gasal 2021-2022**

THANK YOU!

DO YOU HAVE ANY
QUESTIONS?



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