

PENELITIAN KUALITATIF DAN MIXED METHOD SULIT?

Mudahnya Melakukan Penelitian Kualitatif
Campuran dengan **Story Telling Methods di NVIVO**





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MISCONCEPT STATEMENTS ABOUT QUANTITATIVE AND QUALITATIVE RESEARCH

Penelitian kuantitatif ialah numerik, sedangkan penelitian kualitatif ialah naratif

Penelitian kuantitatif ialah survey, sedangkan penelitian kualitatif ialah observasi partisipatif

Penelitian kuantitatif memiliki desain penelitian yang jelas, sedangkan penelitian kualitatif cenderung subjektif

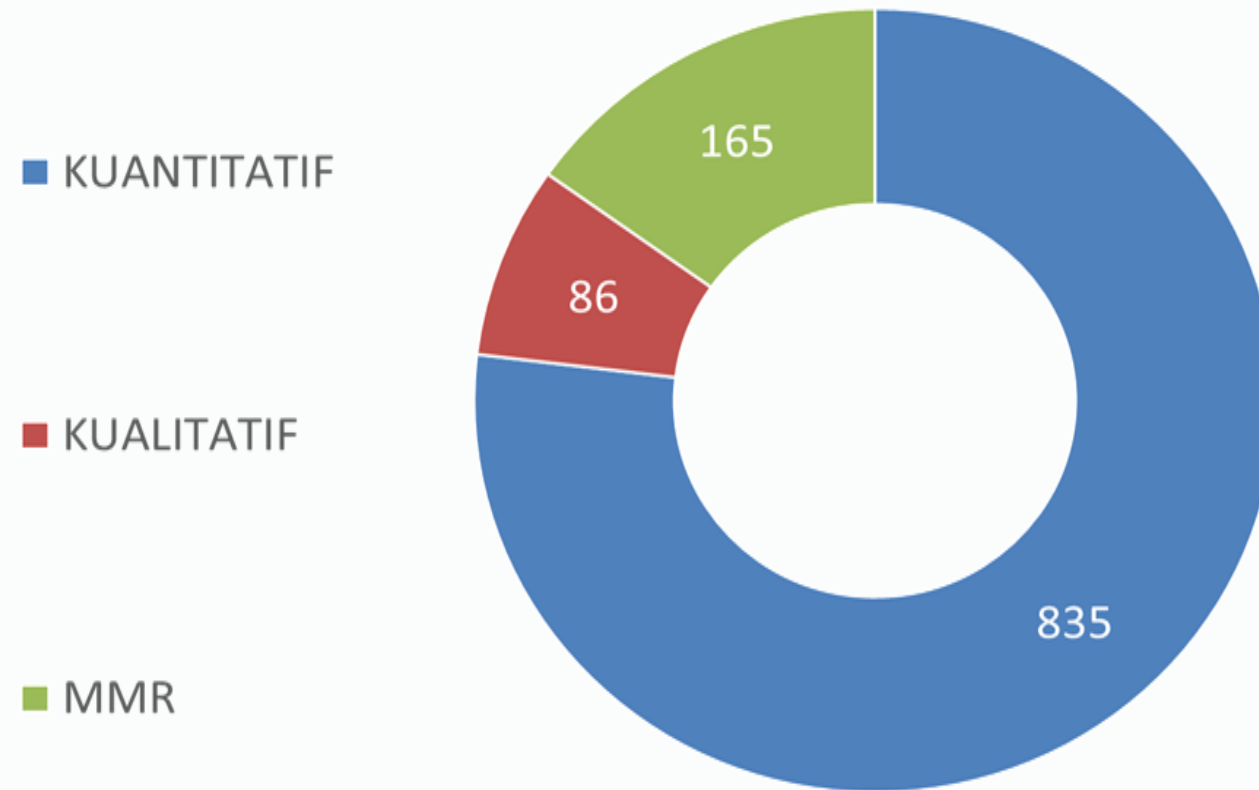
**Penelitian kuantitatif ialah studi empiris,
sedangkan penelitian kualitatif bukan studi
empiris**

**Penelitian kuantitatif berdasarkan teori,
sedangkan penelitian kualitatif bebas teori**

Penelitian kuantitatif dapat diukur validitas dan reliabilitasnya, sedangkan penelitian kualitatif tidak dapat diukur validitas dan reliabilitasnya

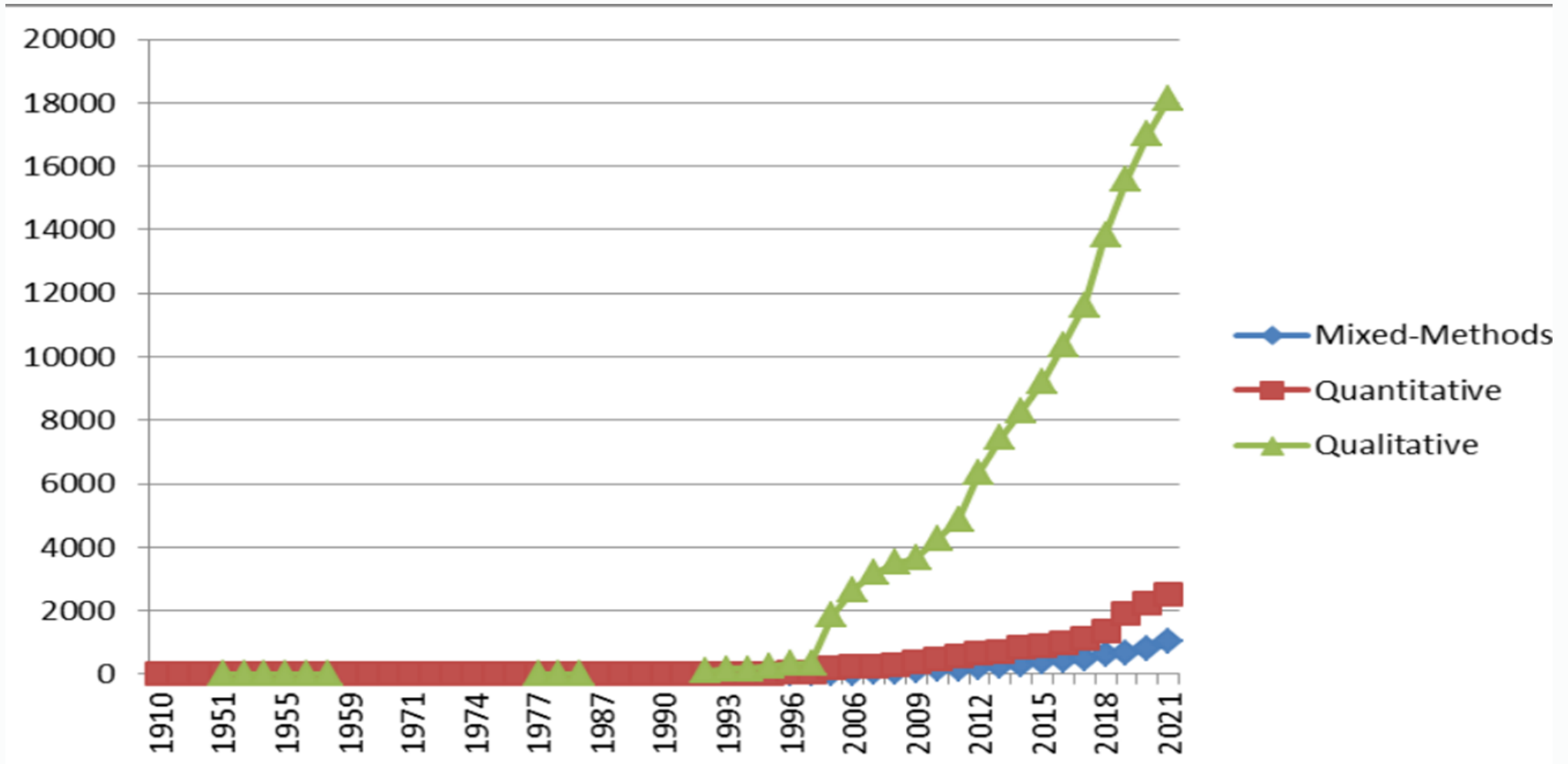
**Penelitian kuantitatif berdasarkan teori,
sedangkan penelitian kualitatif bebas teori**

RESEARCH TREND (1)

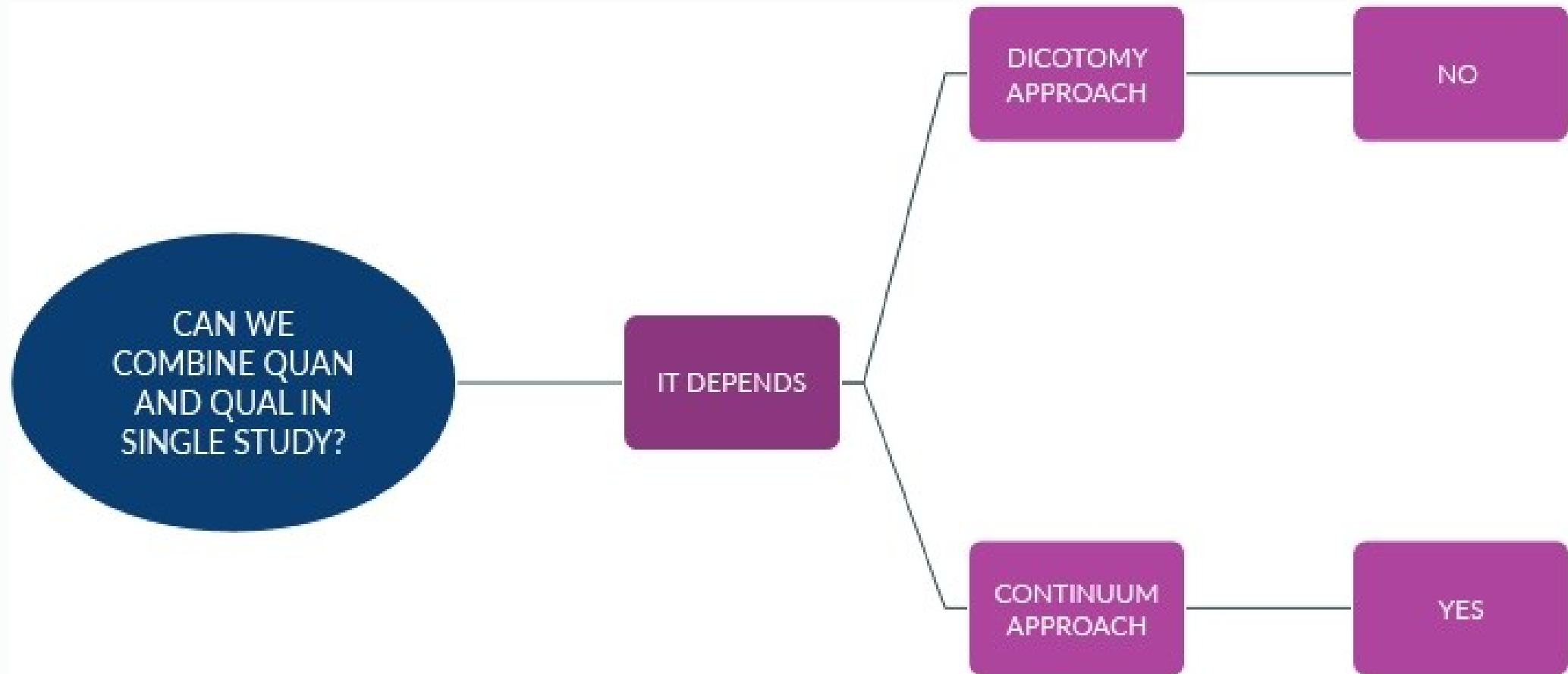


(Molina-Azorin, 2012).

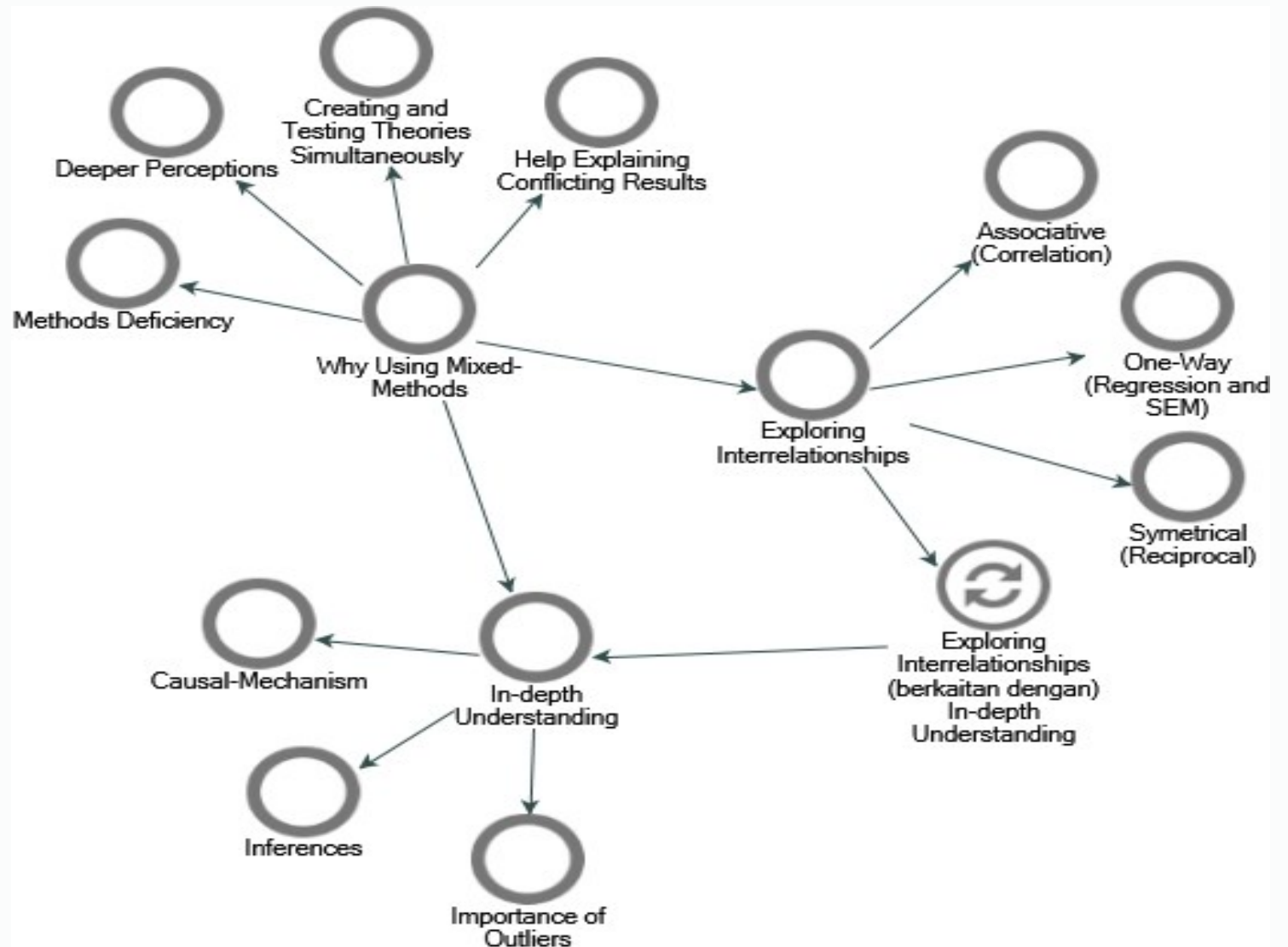
RESEARCH PUBLICATION BY RESEARCH METHODS



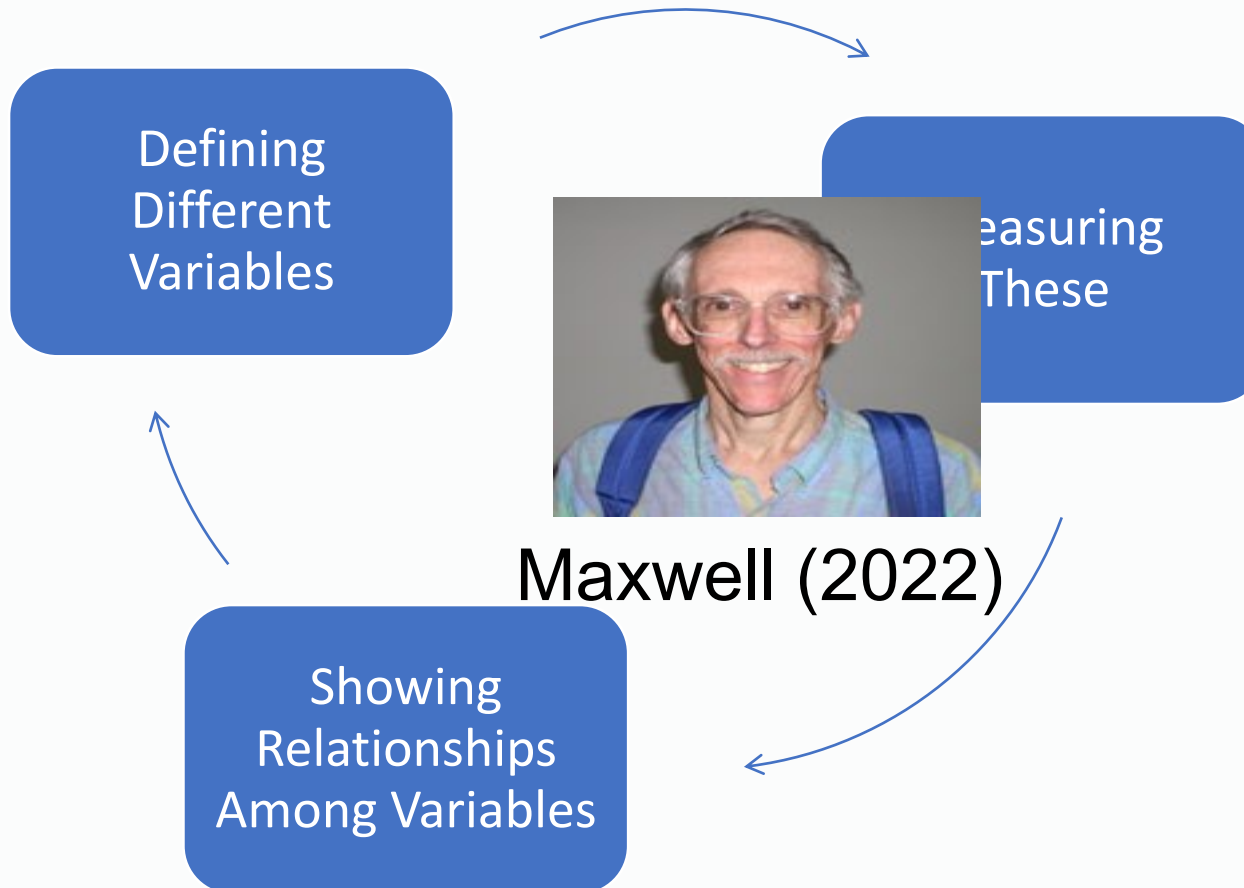
MIXING QUAN-QUAL A SINGLE STUDY?



WHY USING MIXED- METHODS?



MAIN STRENGTH OF QUAN



MAIN STRENGTH OF QUAL

Meaning Matters:
Understanding
Process



Context Matters

Maxwell (2022)

Process Matters:
Showing how the
relationships
occur

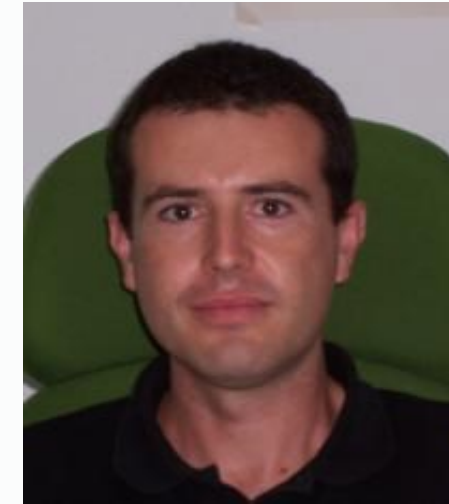


DOMINANT MIXED-METHODS MODEL?

SEQUENTIAL MIXED-METHODS
RESEARCH (EXPLORATORY
MIXED-METHODS DESIGN)



Prof. Christina Gibson (2017)



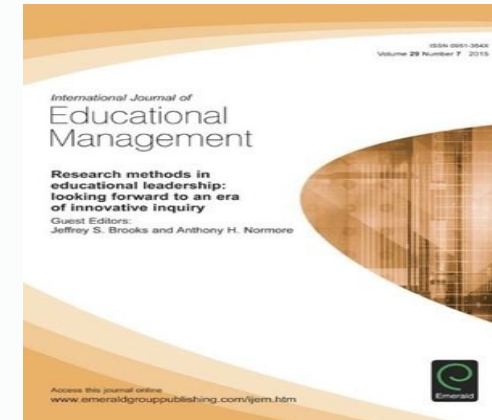
Prof. José Francisco Molina Azorín (2012)

SEQUENTIAL MIXED-METHODS
RESEARCH (EXPLANATORY
MIXED-METHODS DESIGN)

YOUR CHOICE?



Bandur, Hamsal & Furinto (2021)



Bandur (2018)

Concurrent (Parallel) Mixed-methods Design

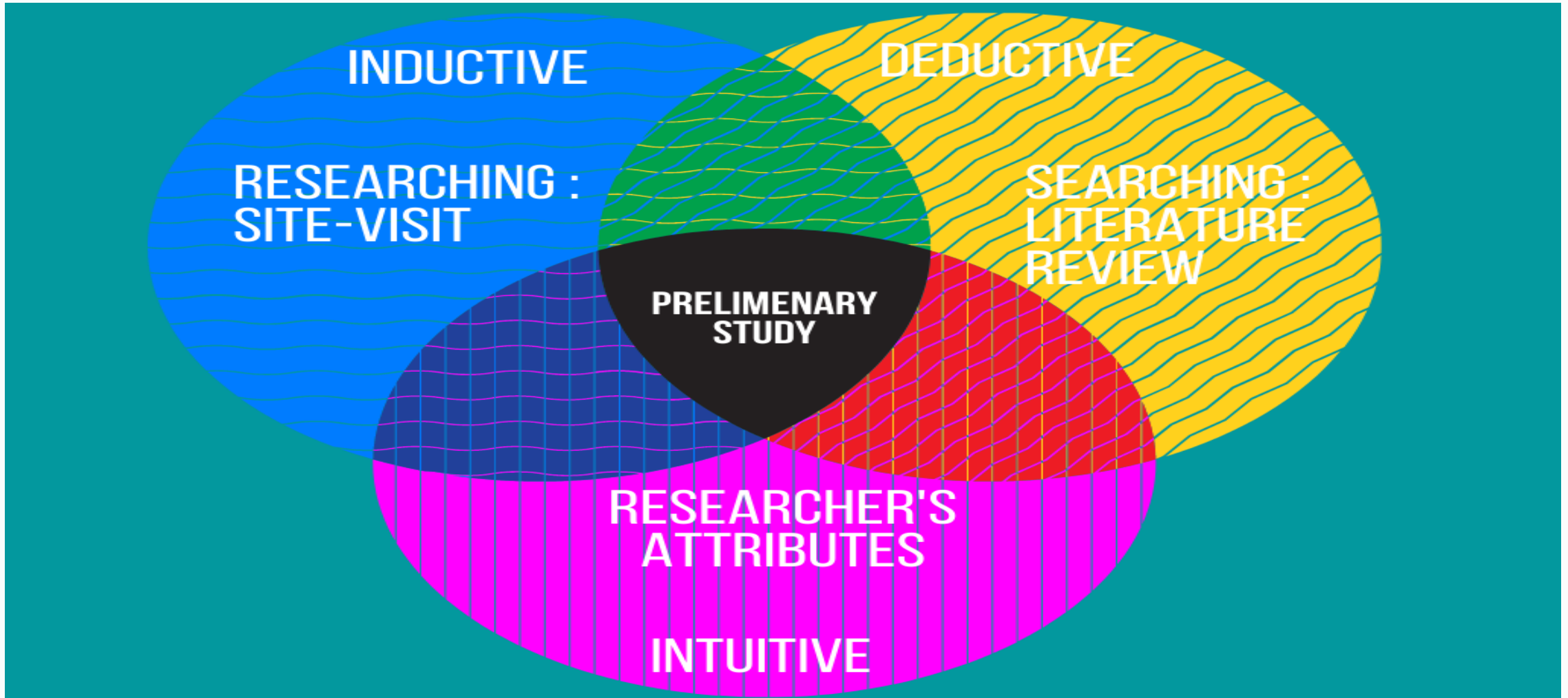


Bandur (2012a)

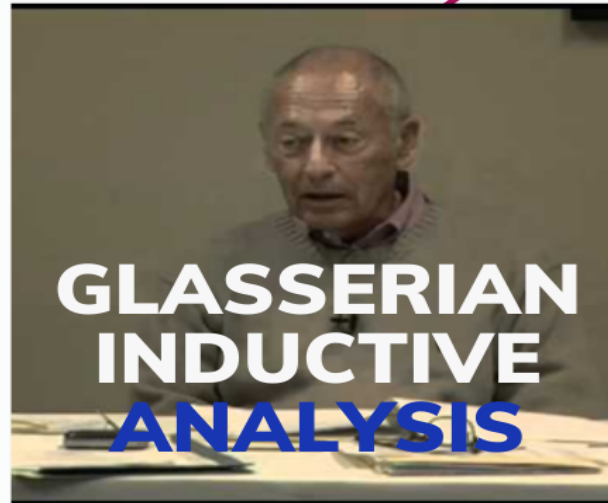


Bandur (2012b)

WHEN USING NVIVO?



NVIVO FOR THE GLASSERIAN



1

WHO ARE THE RESEARCHERS?

Researchers who have high theoretical concepts

2

RESEARCH QUESTIONS?

None or Very General

3

LITERATURE?

After Analysis

4

CODING?

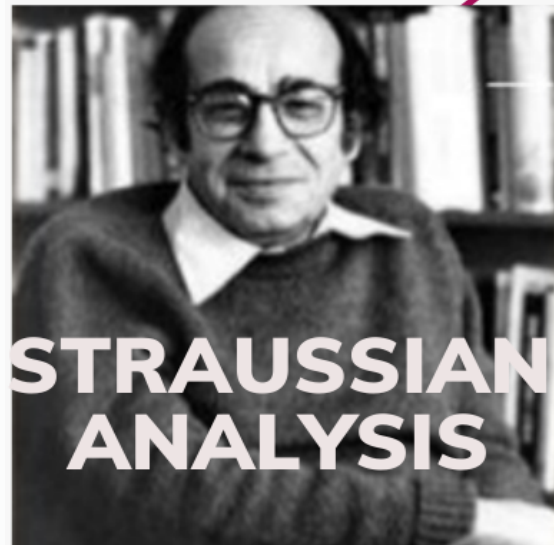
Pure Based on Data

5

ANALYTICAL ABILITY AND PRESENTING RESULTS OF DATA ANALYSIS?

Central to Data and No Need to Use Diagrams/Chart/Graphs

NVIVO FOR THE STRAUSSIANS



1

WHO ARE THE RESEARCHERS?

Anyone who are keen to perform credible research procedure

2

RESEARCH QUESTIONS?

Starting with research questions, then supporting with data, theory, and concepts

3

LITERATURE?

Before, While, and After Analysis

4

CODING?

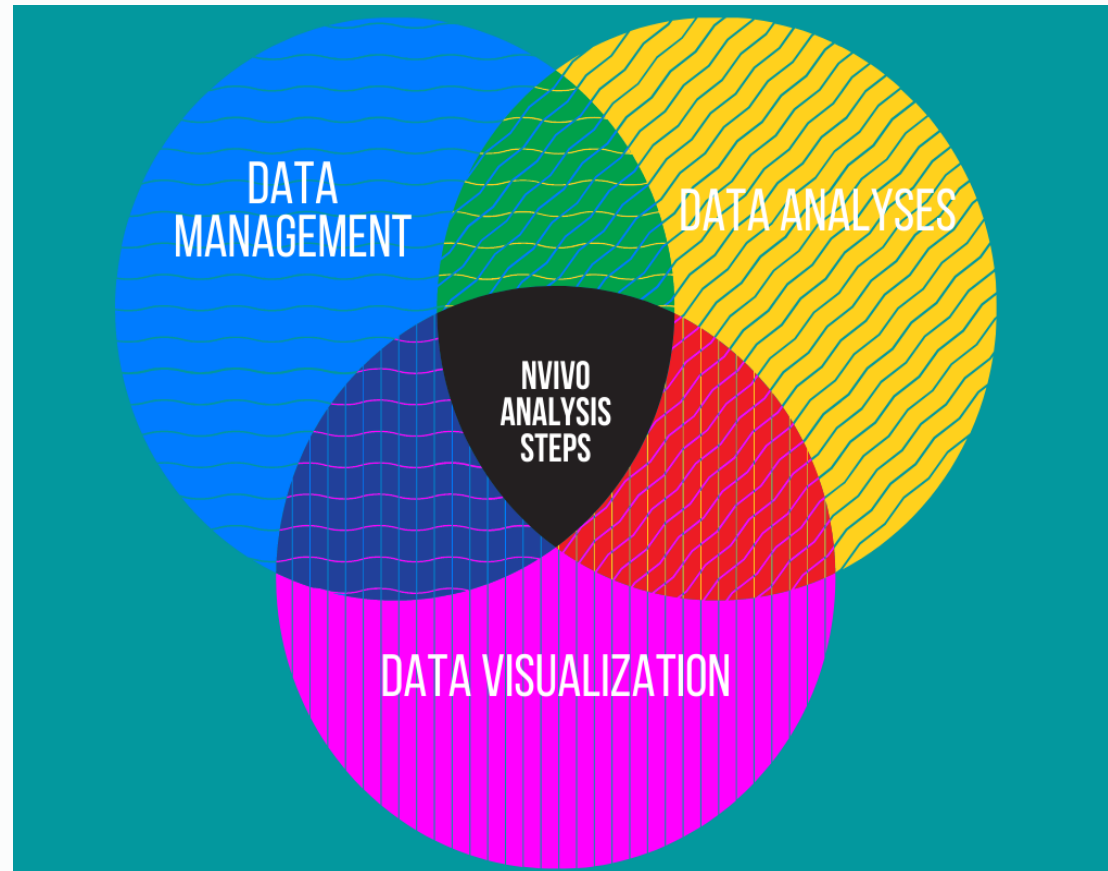
Simultaneousness, constantly compare the codes and integrate categorical codings to form themes

5

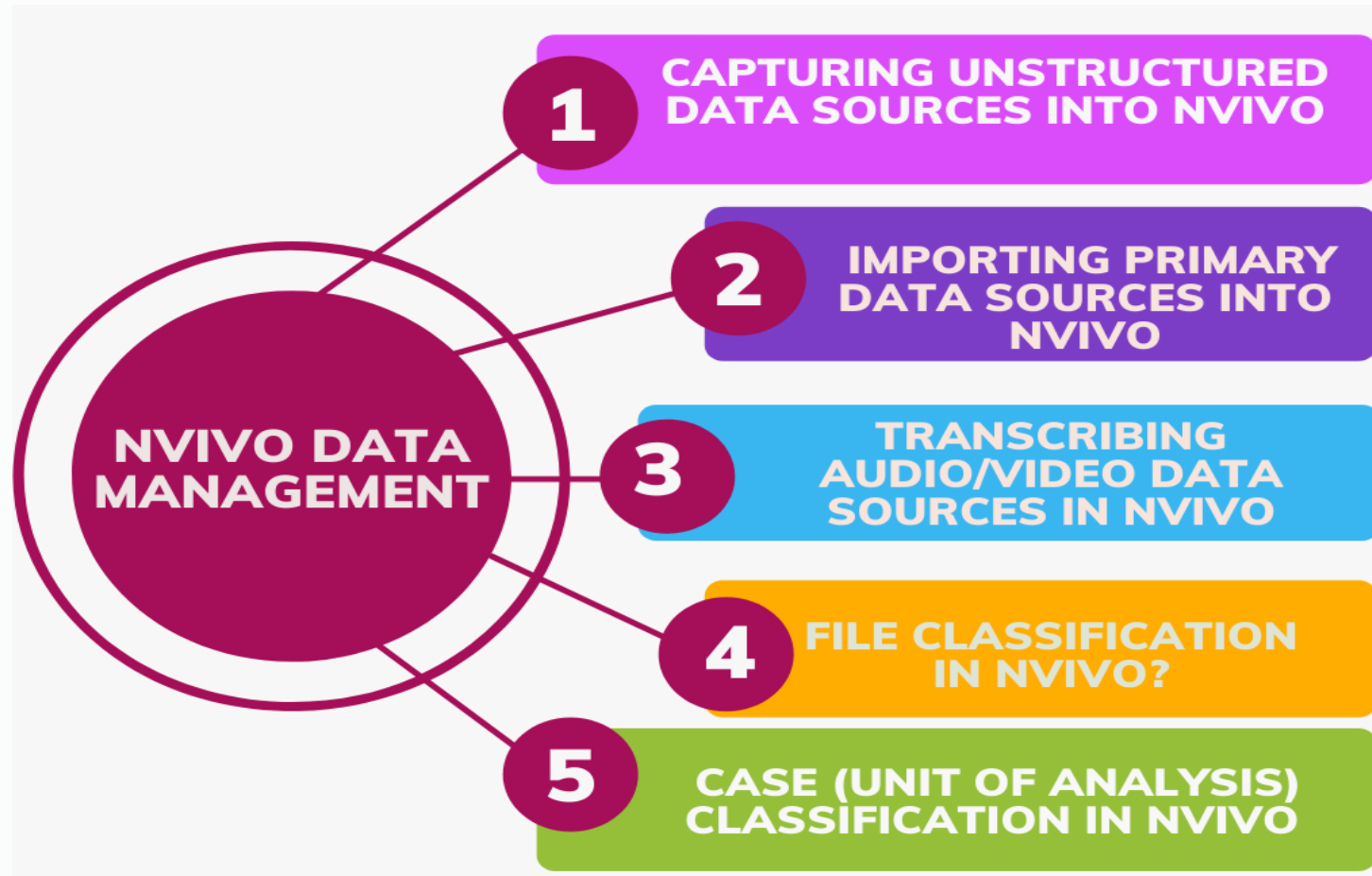
ANALYTICAL ABILITY AND PRESENTING RESULTS OF DATA ANALYSIS?

Asking iterative questions by constant comparative analysis, using graphs

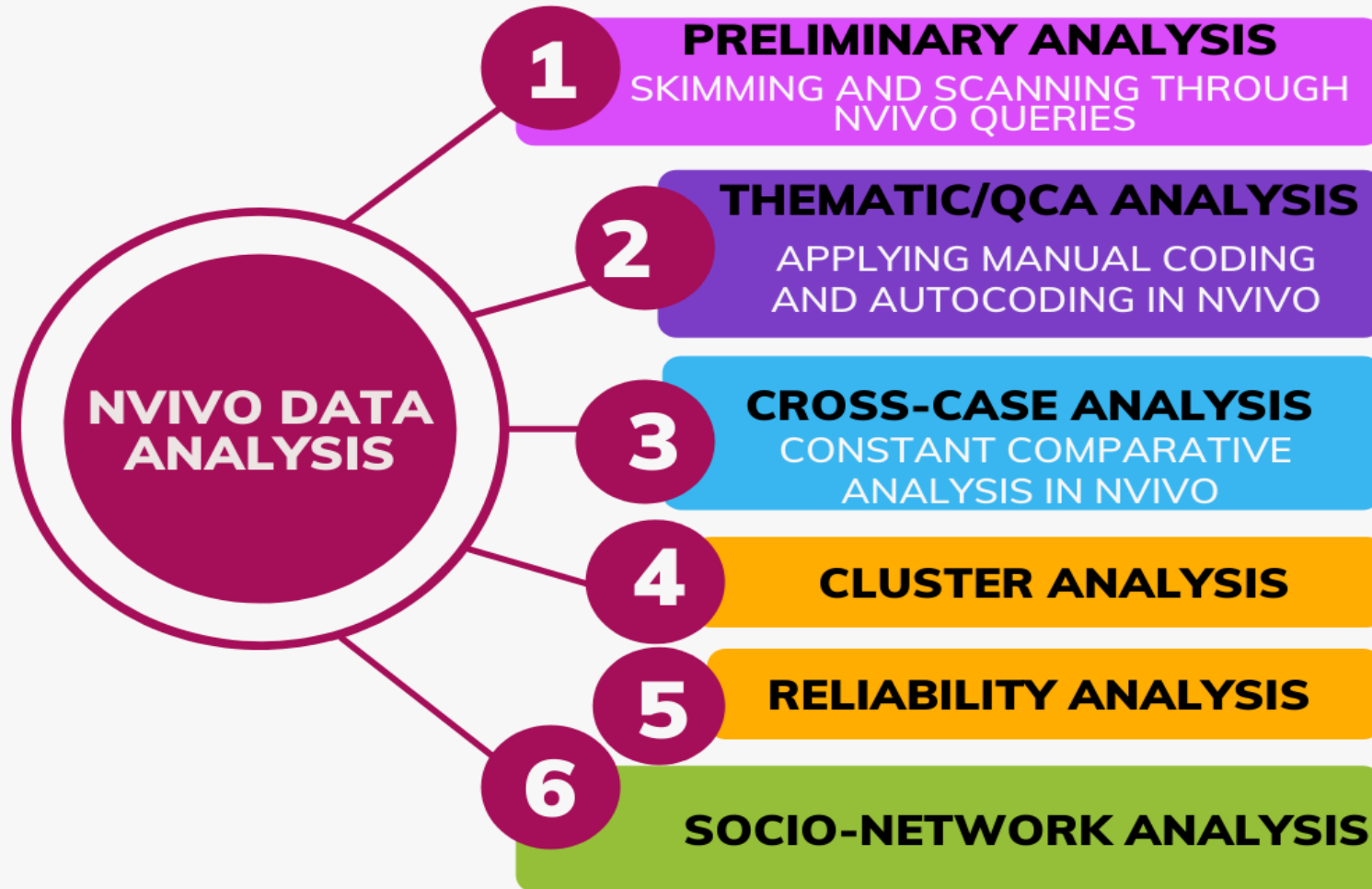
NVIVO ANALYSIS STEPS



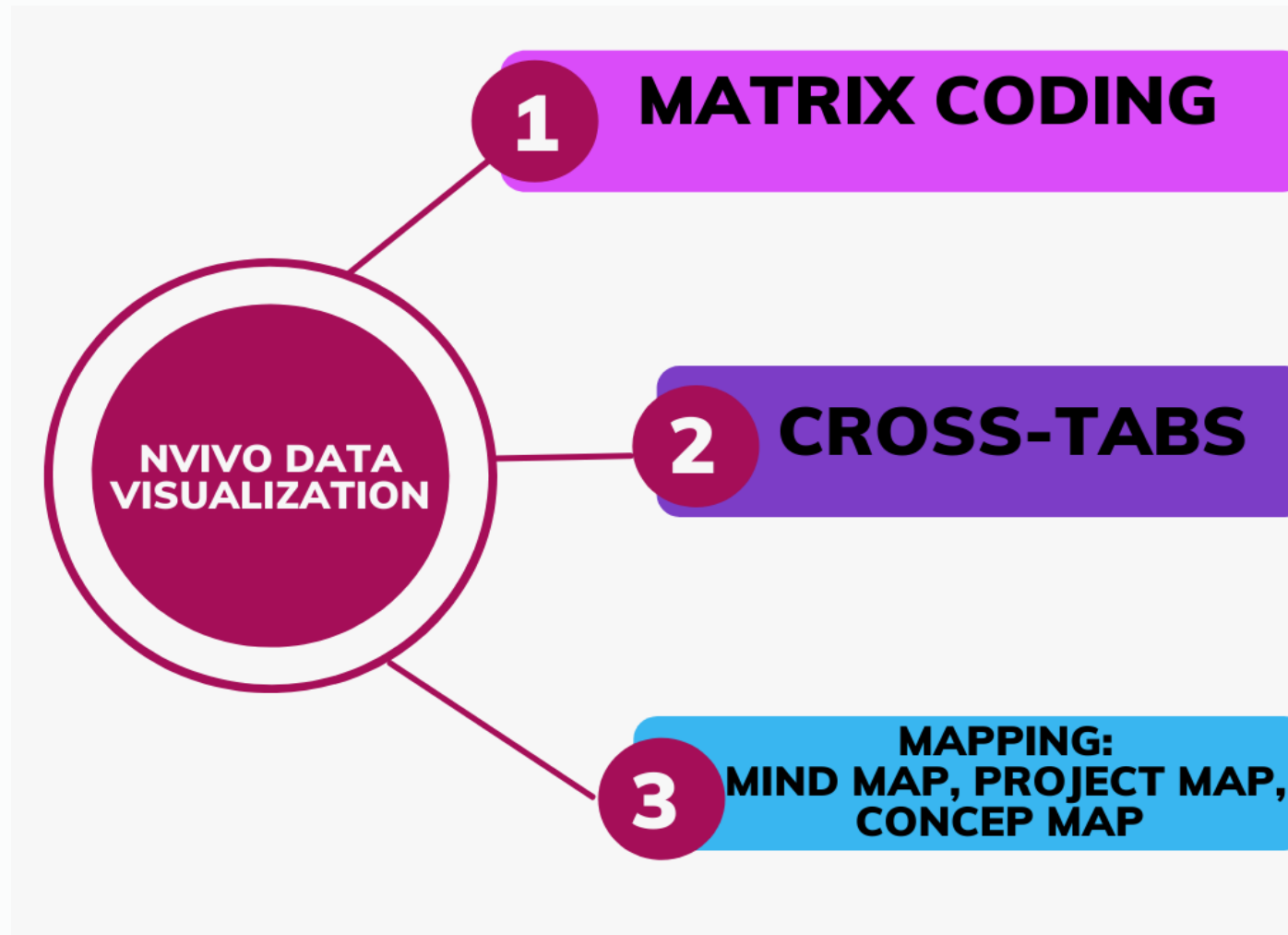
NVIVO DATA MANAGEMENT



NVIVO DATA ANALYSIS



NVIVO DATA VISUALIZATION



NVIVO FOR UNSTRUCTURED DATA

APR
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



7.93
BILLION

URBANISATION

57.0%

we
are
social

UNIQUE MOBILE
PHONE USERS



5.32
BILLION

vs. POPULATION

67.0%



INTERNET
USERS



5.00
BILLION

vs. POPULATION

63.0%



ACTIVE SOCIAL
MEDIA USERS



4.65
BILLION

vs. POPULATION

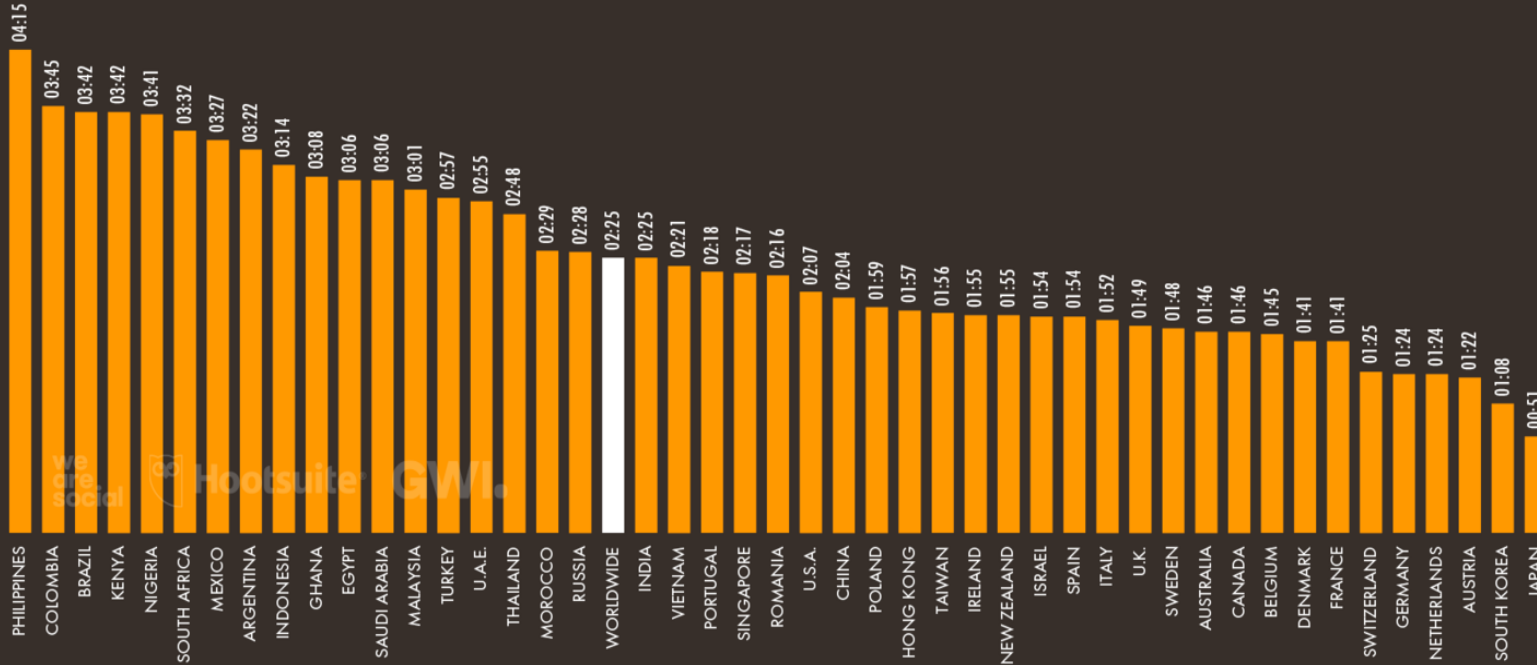
58.7%

TIME SPENDING ON SOCIAL MEDIA

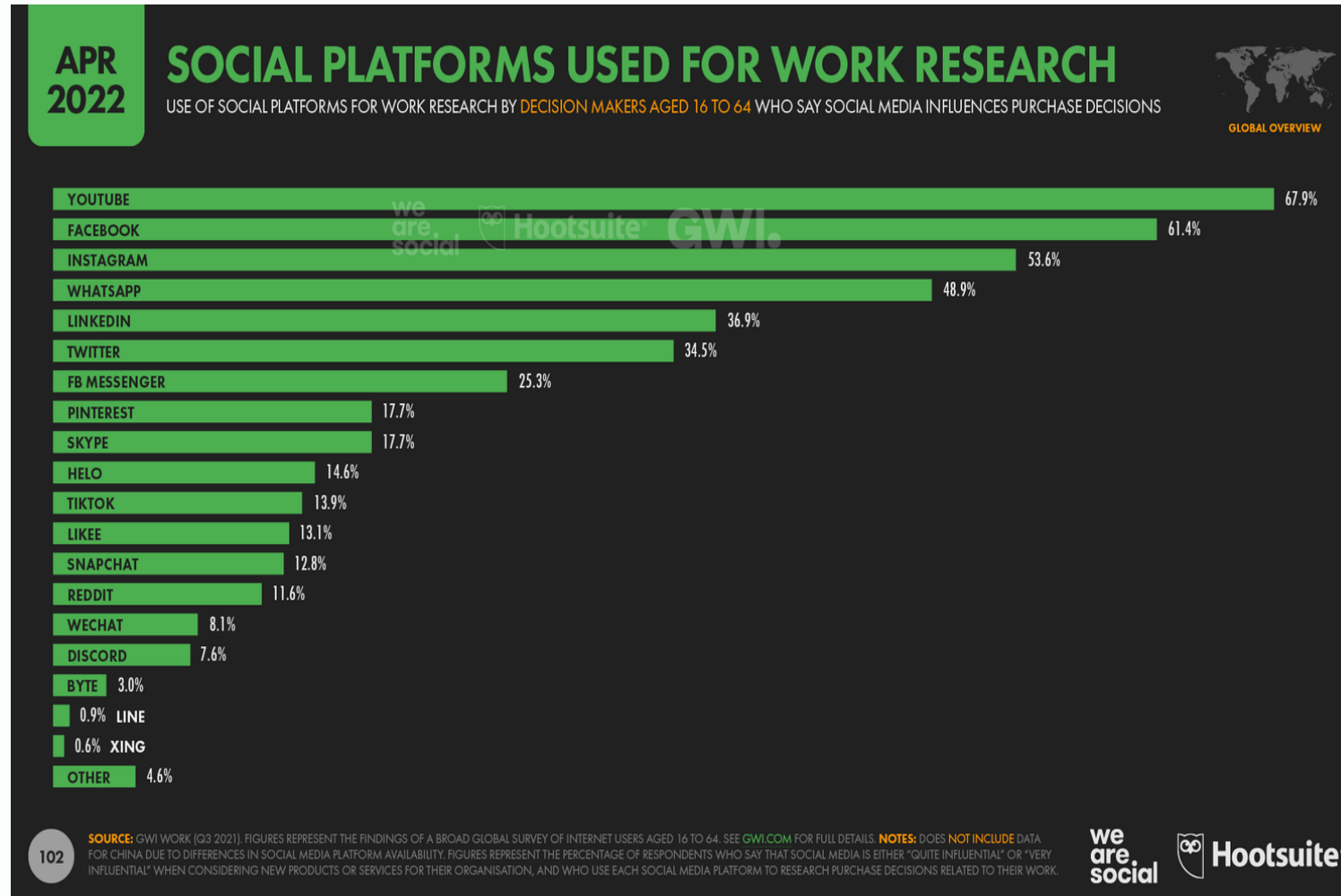
**JAN
2021**

DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



SOCIAL PLATFORMS USED FOR RESEARCH

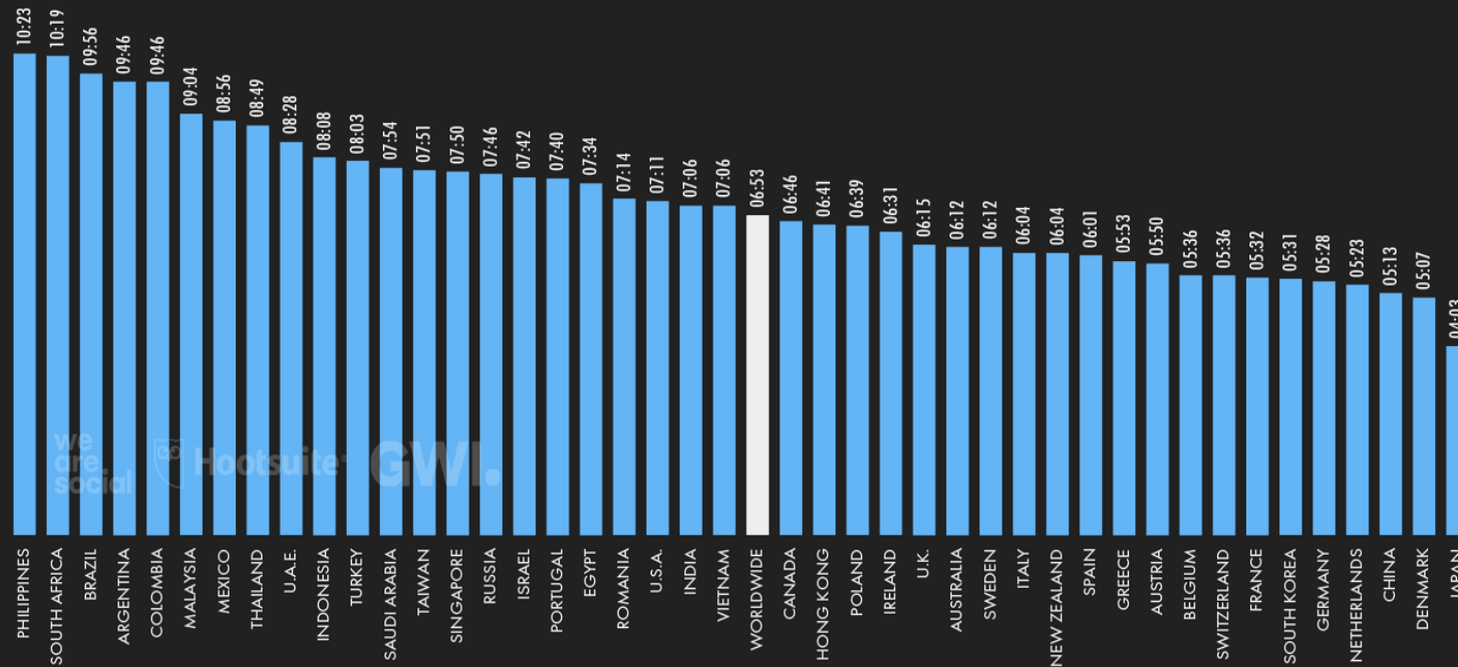


TIME SPENDING ON INTERNET

**APR
2022**

DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



SOCIAL MEDIA USERS (Data Reportal, 2022)



2.912 billion monthly active users

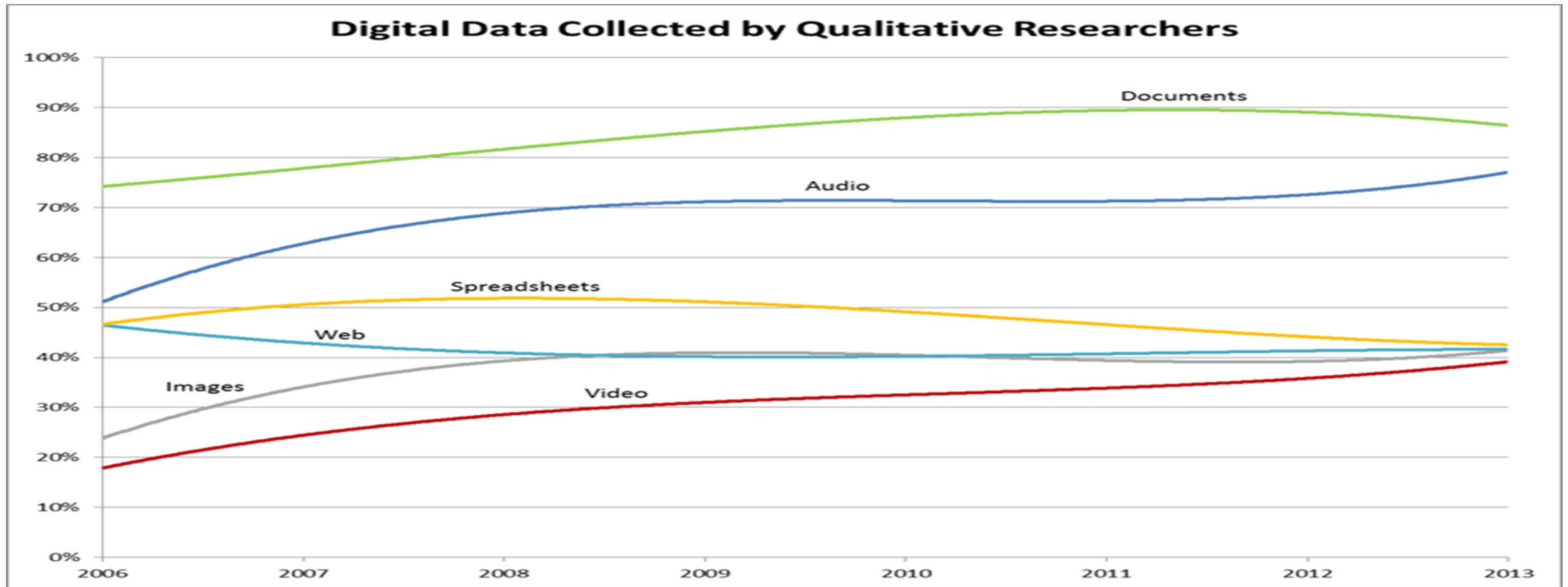


2.5 billion monthly active users



436.4 million monthly active users

DIGITAL DATA



Reported by Michael Owens, 2013

DIGITAL RESEARCH TOOLS COMPATIBLE WITH NVIVO

BIBLIOGRAPHIC



NVIVO CLASSIFICATION



ONLINE SURVEY



Google Forms

**Terima
Kasih!**

