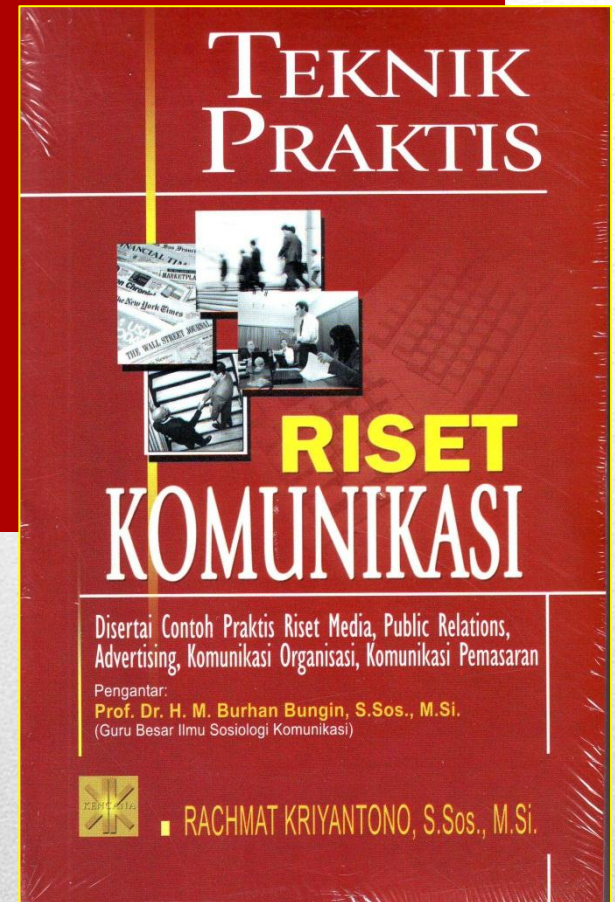


DATA

Rachmat K, Ph.D

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- Every research is a activity to search the truth of a problem.
- This attempt to search the truth through an activities of collecting the facts, analyzing & interpreting them, and making conclusion. The conclusion can be called “the truth”
- All the facts are “Data”.
- The facts are “row data” which must be processed in order to be meaning data.

PREFACE

- Data that the form as words, sentences or narratives.
- Contoh: wanita itu cantik; pria itu tampan; harga minyak turun; ada banyak mahasiswa di Jogja yang menggunakan sepeda sebagai transportasi saat kuliah; saya sering lupa mencatat kegiatan sehari-hari secara teratur

Qualitative Data

- Data Historic

Data kualitatif that come from historical sources: historical writings, artefacts, and historical photographs

- Data Case

Data that come from particular cases, therefore they only explain occur for particular cases.

- Data Text

Come from particular texts. They are usually used in content analysis of communication.

- Data personal experience

Material of information about individual's experiences as a member of society.

TYPES of Qualitative Data

- More concrete because it can be quantified as numerics
- Objective and can be interpreted by all people
- There is quantitative data that comes from the transformation from qualitative data

Quantitative Data

- Data Diskrit

A certain data, having one value only. Therefore, it is called “data nominal”

Contoh: jenis kelamin, tingkat pendidikan, jenis pekerjaan, jenis agama

- Data Kontinuum

Having values that move unlimited between two values or having values that are placed in particular interval.

TYPES of Qualitative Data

- Data Ordinal, is data that have level of rank, arranged from the highest to the lowest and vice versa, with not giving attention to any particular interval. The highest level & the lowest level are decided according to agreement so number 1 or number 8 can be at the highest or lowest level. Contoh: data tinggi badan mahasiswa, ranking mahasiswa terpandai, dan lainnya.
 - Data Interval, is data as data ordinal, but having the same interval. It is assumed that the data have the same unit of measurement. Having a characteristic: not having null absolute (between 100.000-199.000; 200.000-299.000); variabel kepuasan kerja, angka 0 pada indeks prestasi mahasiswa setara dengan <30 pada skala nilai 1-100.
 - Data Rasio, is a variable that have a beginning of null absolute. Contohnya data umur, ada yang berumur 0 tahun, 1 tahun, 2 tahun; luas bangunan 0 m persegi berarti tidak ada bangunannya, inilah yang dimaksud nol mutlak.
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- Why is data important for the research?
- Give example of data interval in communication field!

Questions

- Rachmat K, Ph.D
- Happy Studying

TERIMA KASIH
