LSPR
The Leading Graduate School of Communication & Business

Subject Syllabus

Subject Code : **IKB 12**

Subject Title : **Communication Research Methods II : Qualitative**

Subject Specification : For all students in Communication Faculty

Subject Overview : This subject covers the utilization of qualitative social research methods together with theoretical and practical insight from respective study concentration in communication management. Students will be actively involved in an explanation about paradigm, mapping of qualitative and quantitative research, collecting data techniques, and also the research approach such as phenomenology, grounded research, dramaturgy, framing, semiotic, discourse and critical discourse analysis. All explanation is aim to give student the idea about the excitement and substance of qualitative social research as a dynamic process of knowledge seeking conducted and needed by people in education as well as professional world.

Course Objectives :

Students are encouraged to be capable to do things mentioned below after completing this subject:

1. Understand the pattern map of qualitative social research methods in order so that students do not stand alongside of one method; instead appreciate the diversity of each perspective and take it as an information which will broaden their knowledge.

2. Use appropriate qualitative social research methods as a tool to analyze the theoretical and practical view of rapid communication world which they are likely to encounter in their future thesis writing project as required and especially in managing project for their own careers.

Course Method : The Subject consists of lectures, presentations, assignments and research paper submissions. It is expected that every student will regularly attend classes and participate in class discussion. Real world and fictitious case studies provided by the lecturer will be discussed. A Study Guide & additional books accompanies the Subject, additional readings will be assigned to the students on a per session basis

Learning Outcome (Competence) :

- Knowledge: Understand the principles of qulitative research methods and can apply in empirical research, starting from finding research problems in communication studies perspective, formulating problems, theoretical framework, compiling research instruments and analyzing qualitative data.

- Skill : Creative and objective thinking, critically review research literature, quantitative research writing, an analytical mind.
- Attitude : Creative, good in scientific attitude, appreciate any research in another perspective, ability to critically evaluate new and current knowledge

Course content :

Week	Topic
1	Differences between Quantitative and Qualitative Research
2	Designing Qualitative Research
3	Qualitative Research Stage
4	Types of Qualitative Research I
5	Types of Qualitative Research II
6	Qualitative Research Techniques
7	Preparation of Qualitative Research Proposals
Mid Examination	
9	Data collection techniques (through interviews, observation and literature study) I
10	Data collection techniques (through interviews, observation and literature study) II
11	Analysis and Interpretation of Qualitative data I
12	Analysis and Interpretation of Qualitative data II
13	Data Validity Criteria and Techniques
14	Writing Qualitative Research Reports and Scientific Articles for Qualitative Research
15	Writing Qualitative Research Reports and Scientific Articles for Qualitative Research
Final Examination	

Grading System:

Course Evaluation:
As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

The acceptable grade for LSPR-Jakarta S1 programme for methodology of communication research I-Quantitative subject is **60 and above.**

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 = Credit
GPA of 3.00 – 3.49 = Merit
GPA of 3.50 – 4.00 = Distinction

Scheme of Work:

Session	Title/Topic	Area Discussion	Activities
I	Differences between Quantitative and Qualitative Research	1. Definition of research methodology and its importance in academic and applied settings. 2. Overview of the two main approaches to research: quantitative and qualitative. 3. Differences in Research Design 4. Differences in Data Collection Methods 5. Differences in Data Analysis Techniques	1. PPT 2. Q&A

II	Designing Qualitative Research	1. Setting research objectives and questions suitable for qualitative inquiry. 2. Selection of appropriate research methods and approaches based on the research objectives and the nature of the phenomenon under investigation. 3. Consideration of ethical considerations and research reflexivity in the design phase.	1. PPT 2. Q&A
III	Qualitative Research Stage	1. Research Design and Planning 2. Data Collection 3. Data Analysis 4. Interpretation and Findings 5. Member Checking and Validation 6. Writing and Reporting 7. Reflection and Iteration	1. PPT 2. Assignment 3. Q&A
IV	Types of Qualitative Research I	1. Ethnography 2. Phenomenology 3. Grounded Theory 4. Case Study	1. Presentation by lecturer 2. Q&A
V	Types of Qualitative Research II	1. Narrative Analysis 2. Content Analysis 3. Mixed Methods Research	1. Presentation by lecturer 2. Case study-Assignment 3. Q&A
VI	Qualitative Research Techniques	1. Overview of qualitative research design and methodologies. 2. Exploration of different approaches such as ethnography, phenomenology, grounded theory, case study, and narrative inquiry. 3. Consideration of the appropriateness of qualitative methods for addressing research questions and objectives.	1. Presentation by lecturer 2. Q&A

VII	Preparation of Qualitative Research Proposals	1. Assignment	1. Presentation by lecturer 2. Students present/collects the research design to be conducted
Midtest	Written Test	Topic 1 s/d 6	
IX	Data collection techniques (through interviews, observation and literature study) I	1. Overview of qualitative data collection methods as a means to gather rich, detailed insights into phenomena. 2. Interviews as a Qualitative Data Collection Technique	1. Presentation by lecturer 2. Assignment case study 3. Q&A
X	Data collection techniques (through interviews, observation and literature study) II	1. Observation as a Qualitative Data Collection Technique 2. Literature Study as a Qualitative Data Collection Technique 3. Integrating Qualitative Data Collection Techniques	1. Presentation by lecturer 2. Case Study 3. Q&A
XI	Analysis and Interpretation of Qualitative data I	1. Explanation of the process of coding qualitative data, including open, axial, and selective coding techniques. 2. Discussion of thematic analysis and the identification of recurring themes or patterns in qualitative data. 3. Illustration of coding and categorization processes using sample qualitative data sets.	1. Presentation by lecturer 2. Assignment: make a questionnaire 3. Q&A
XII	Analysis and Interpretation of Qualitative data II	1. Exploration of approaches to interpreting qualitative data and drawing meaning from coded data. 2. Discussion of techniques for analyzing qualitative data, such as content analysis, narrative analysis, and grounded theory.	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		3. Consideration of strategies for maintaining rigor and validity in qualitative data analysis.	
XIII	Data Validity Criteria and Techniques	1. Definition of qualitative data validity and its importance in qualitative research. 2. Overview of different criteria and techniques used to establish the validity of qualitative data. 3. Credibility 4. Transferability 5. Dependability 6. Confirmability	1. Lecturer's presentation 2. Class discussion 3. Question and answer
XIV	Writing Qualitative Research Reports and Scientific Articles for Qualitative Research	1. Assignment	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Assignment
XV	Writing Qualitative Research Reports and Scientific Articles for Qualitative Research	Assignment &Review for Final Test	1. Presentation by lecturer 2. Evaluation of research projects that have been done by students
Finaltest	Project	**Collecting Quantitative Research Reports (Chapter 1-5)**	

Midterm Paper Guideline **:** Written Examination

Final Paper Guideline **:** Group Project – Quantitative research reports consists of chapter 1-5
Chapter 1 Introduction
Chapter 2 Theoretical Framework
Chapter 3 Research Methodology
Chapter 4 Result & Discussion
Chapter 5 Conclusion

References:

Denzin, N.K. & Lincoln, Y.S. (2018). The Sage Handbook of Qualitative Research. Fifth Edition. SAGE Publications Inc: California
Moleong, Lexy (2021). Metode Penelitian Kualitatif. Edisi Revisi. Remaja Rosdakarya, Bandung

Berg, B.L (2009). Qualitative Research Methods, for Social Science. Seventh Edition. Pearson, Boston.

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