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**Metodologi Penelitian**  
**Pertemuan 3**  
**The necessity of Design Research**


## **THE NECESSITY OF DESIGN RESEARCH**

Mengupas pemahaman mengenai dimensi dan relevansi praktika/praksis versus riset, khususnya kontekstualitas sumber dan jenis pengetahuan untuk kepentingan riset dalam bidang Desain.

# METODOLOGI PENELITIAN DESAIN

ACHMAD SYARIEF, MSD, PHD





UNDERSTANDING  
PRACTICE / PRAXIS  
AND  
RESEARCH

## PRACTICE

Praktik / Praktek / Pelaksanaan / Pengerjaan [terj., B Ind]

- 1 to do or perform (often), customarily or habitually  
pengerjaan atau pelaksanaan (yang berkali-kali), berdasarkan kelaziman atau kebiasaan
- 2 to be professionally engaged in  
terlibat secara profesional
- 3 to perform or to work (repeatedly in becoming proficient)  
mengerjakan atau melaksanakan (secara berulang sehingga menjadi mahir/memahami)
- 4 to train (by repeated exercises)  
berlatih (berulang-kali)

(Merriam Webster Dictionary, 2013)

practice  
relates to

performance  
repetition  
understanding  
engagement



object  
things  
artifact

## RESEARCH

*recerchier* (*re* + *cerchier*) – french 1577  
*to go + seeking*

Careful search; act of inquiry or examination;  
collecting **information** about certain object

Merriam-Webster Online Dictionary - 2010

Detailed study of a subject, especially in order to  
discover (new) **information** or reach (new)  
**understanding**

Cambridge University Online Dictionary - 2010

Creative work undertaken on a **systematic** basis  
in order to increase the stock of **knowledge**,  
including knowledge of man, culture and society,  
and the use of this stock of knowledge to devise  
new applications.

Frascati Manual – University of Oxford, 2002

An organized and **systematic** way of *finding answers to questions*

Lynn Henrichsen et al. Brigham Young University – USA, 1997

Original **investigation** undertaken in order to gain **knowledge** and **understanding**. [It should have] work of direct relevance to the **needs** of commerce, industry, and to the public and voluntary sectors

Research Excellence Framework (REF University of the Arts – UK, 2008)



performance  
repetition  
understanding  
engagement

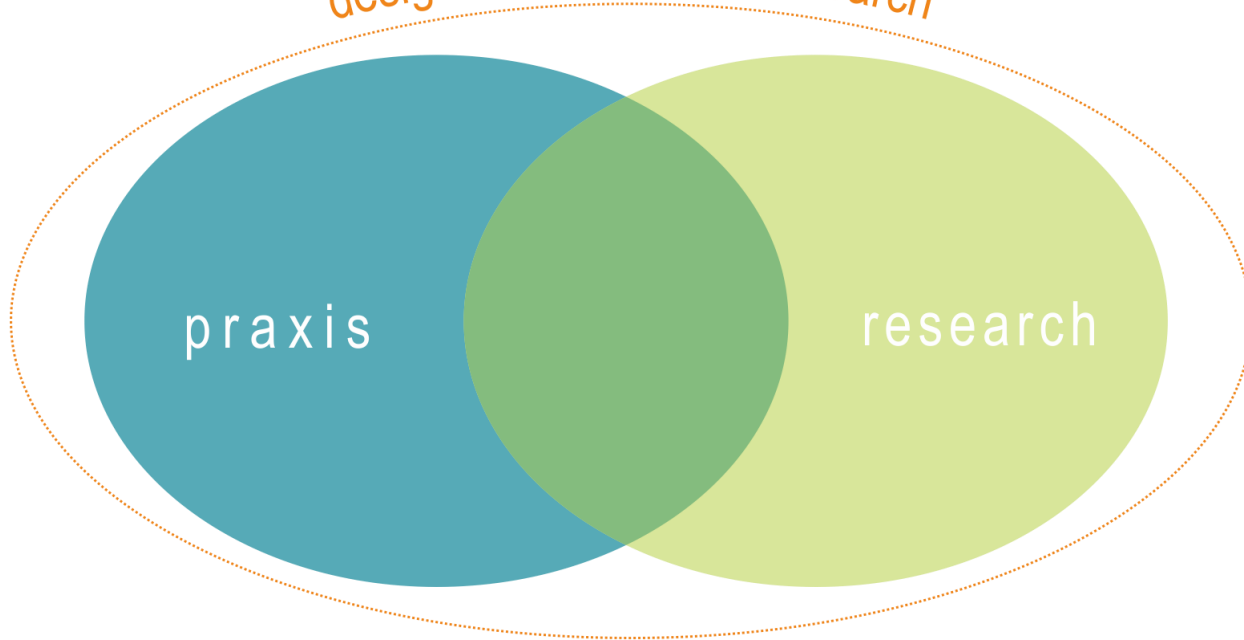


object  
things  
artifact




to gain  
information  
understanding  
knowledge

*design as praxis AND research*







ATTITUDE FOR  
DOING  
RESEARCH

Information

## Technical

### How to?

Processing & Analyzing Data,  
Reserch Handling (of equipment,  
Tools, Sampling, etc)  
Writing & Presenting

## Conceptual

### What is?

Definition, Classification,  
Background Theories,  
Underlying Philosophies/  
Paradigms, etc

Systematic,  
Organized

## Approach

### Why?

*Logical reasonings of  
doing research*

## Methodology

### What/Where/Who/How

to do experiment?  
to do analysis?  
to synthesize?

Knowledge,  
Understandings

## Context

### Positioning


How to position gained  
knowledge within  
field of study / discipline?

### Benefit

What are the benefit of doing  
research on such topic?

### Advancement

Are there 'rooms' to  
advance our understandings?

A person is seen from the side, reading a book in a library. The background is filled with bookshelves. The text is overlaid on the left side of the image.

**prepared**  
**organized**  
**committed**

A person is sitting at a desk with a laptop, representing research. The background is a dark, textured surface. The text is overlaid on the right side of the image.

Doing Research  
=  
Marriage



# Marriage

# Doing Research



Begin with a proposal

The one that you choose

Keep wondering if it is right for you

End by a ceremonial activity, received a Certificate or License

Needed commitment to keep it going



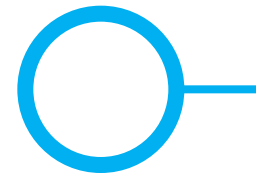
# RESEARCH [RISET]

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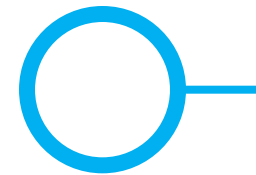
Proses Investigasi yang sistematis dengan memanfaatkan sumber informasi untuk memahami, mengetahui, dan menyelidiki fakta untuk kemudian disimpulkan menjadi pengetahuan

sistematika	informasi	fakta	pengetahuan
prosedur	observatorial	eksplisit	terpublikasi
metodologi	tektual	implisit	bermanfaat

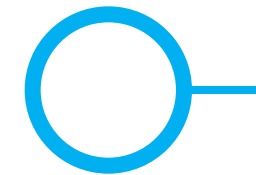




Addressing an issue



Asking and answering question



Solving a problem



# OBJEKTIF MELAKUKAN PENELITIAN

Sumber: Rajasekar, S., Philominathan, P, and Chinnathambi, V.  
2006. *Research Methodology* [arXiv.physics/0601009  
v2, 25 Jan 2006]

To discover new facts

Menemukan fakta (::informasi) baru

To verify and test important facts

Menguji dan mem-verifikasi fakta penting

To analyze an event, process, and/or phenomenon

Menganalisis sebuah peristiwa, proses, dan/atau fenomena

To identify cause and effect relationship

Mengidentifikasi hubungan sebab-akibat (atas sesuatu)

To develop new objects, tools, concepts, and/or theories

Mengembangkan obyek, alat, konsep, dan atau teori baru

To find solutions of one/many identified problems

Menemukan solusi atas satu/lebih permasalahan



# KEMANFAATAN MELAKUKAN PENELITIAN

Sumber: Rajasekar, S., Philominathan, P, and Chinnathambi, V.  
2006. *Research Methodology* [arXiv.physics/0601009  
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**Provide a thorough understandings and possible solutions**

Menghasilkan pemahaman lengkap disertai alternatif solusi

**Provide applicable solution to a problem**

Menghasilkan solusi yang dapat diaplikasikan

**Provide guidelines/systematic procedure for solving problem**

Menghasilkan tuntunan/prosedur sistematis untuk pemecahan masalah

**Provide basis for recommending policy/ standard**

Menghasilkan dasar untuk rekomendasi kebijakan / penentuan standard

**Improve quality of life, environment, and/or societal condition**

Meningkatkan kualitas hidup, lingkungan, dan kondisi masyarakat.

**Provide logical explanation of an event/ phenomenon/ object**

Menghasilkan penjelasan logis atas suatu peristiwa/ fenomena/ obyek





MENGGAPA HARUS  
MENULIS TESIS  
DI TINGKAT PASCASARJANA

## Why postgraduate research focuses on writing

Writing is a active thinking process

Menulis (:: adalah) proses berpikir aktif

Writing shows knowledge and understanding on contents

Menulis (:: menunjukkan) kualitas pengetahuan dan pemahaman tentang isi

## What are evaluation aspects on postgraduate writing

Apa yang yang menjadi isu – topik, gagasan

Apa yang sudah diketahui – latar belakang, referensi

Apa yang menjadi masalah – formulasi masalah, tujuan

Apa yang dilakukan – prosedur

Apa yang dihasilkan – analisis

Apa manfaat-nya – kemanfaatan, kontribusi

What is postgraduate thesis?

The acquisition and dissemination of knowledge

What are the contents of a thesis writing?

Knowledge, understanding, and appreciation of the particular field  
Pengetahuan, pemahaman, dan apresiasi tentang suatu bidang ilmu

Critical analysis of related works  
Analisis/tinjauan kritis dari karya tulis lain yang berkaitan

Importance/relevance of research  
Kemanfaatan/relevansi dari penelitian yang dilakukan

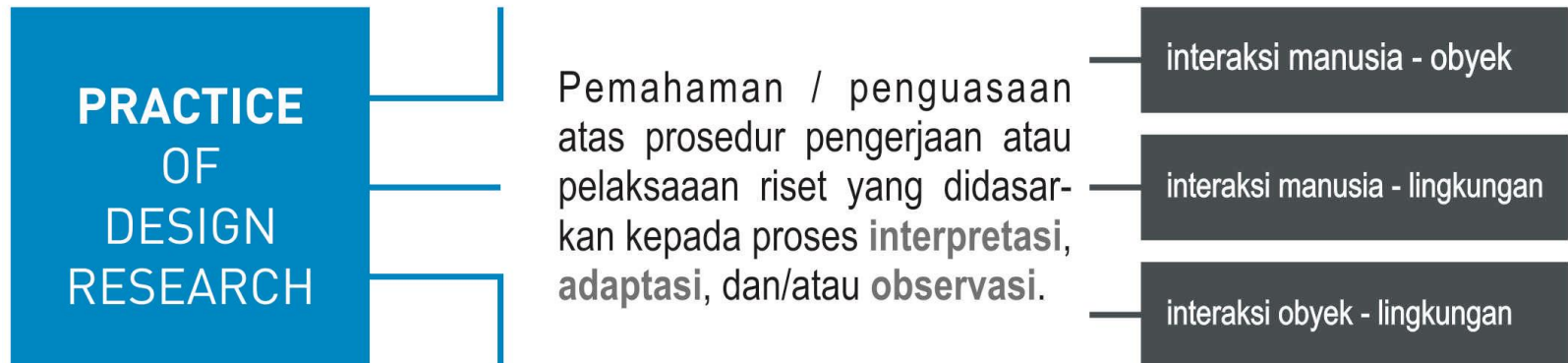


DESIGN  
RESEARCH  
AND  
RESEARCH  
IN DESIGN

# Design (serves) as cultural practice

Victor Margolin (2002) dalam Boradkar (2010, h 21)





- Corporate identity
- Media cetak
- Media audio visual
- Media online / offline
- Kampanye komersil
- Kampanye non komersial (iklan layanan masyarakat)
- Event

Sample of  
Design Research

# Pustaka

- Sjarif, Ahmad., MSD, PhD, DIKTAT PERKULIAHAN METODOLOGI DESAIN, Pasca Sarjana, Universitas Trisakti, 2015