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Metodologi Penelitian
Pertemuan 7
Discovering Process

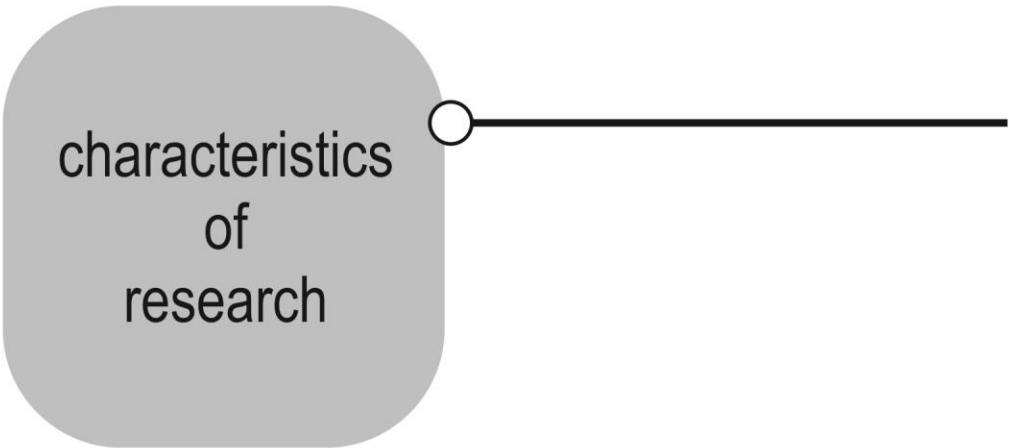
DISCOVERING PROCESS

Mengupas metode dan prosedur penelitian: Pemahaman mengenai ruang lingkup [interpretative x objective] dan strategi riset, serta berbagai teknik pengumpulan data



DISCOVERING P R O C E S S





characteristics
of
research

empirical

it is based on direct experience
and/or observation

logical

it is based on valid procedures and/or
set of principles

cyclical

it starts with problem, ends with problem

critical

it exhibits careful and precise judgments
(reasonable)

analytical

it utilizes proven and/or conventioned
analytical procedure in gathering and
processing data

methodical

it is conducted in a methodological manner,
systematically, avoiding bias

replicability

it can be replicated and be enabled to
repeat

classification
of
research

library research

it is done in the library or conducted using
solely available references / materials.



classification
of
research

field research

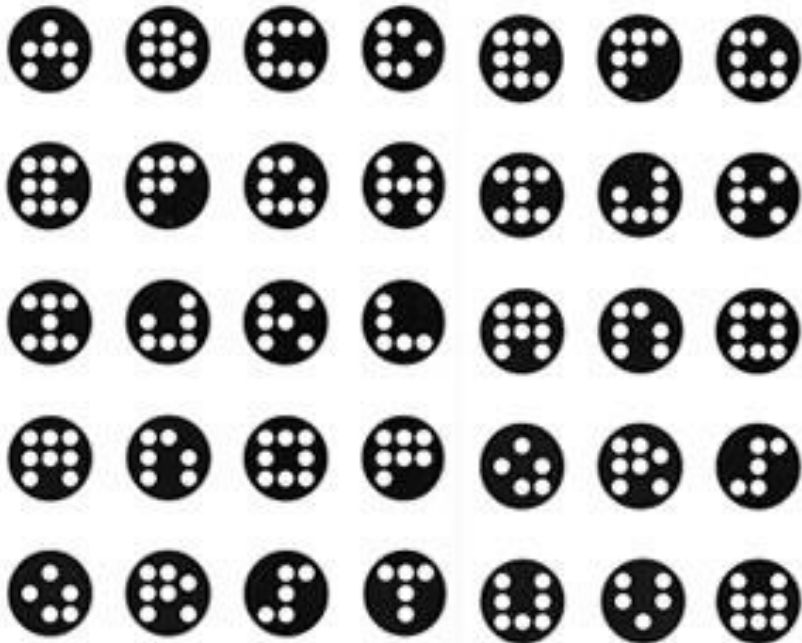
it is conducted in natural setting (as it is)
no changes in the environment



classification
of
research

laboratory research

it is conducted in an artificial and/or
controlled conditions (through isolation of
variables)
to test hypothesis and/or to control variances





NATURE OF RESEARCH



basic

applied

developmental

pure, fundamental

It focuses on discovering basic truths or principles

(knowledge, understandings)

To extend boundaries of knowledge, no immediate practical utility

It focuses on seeking new application of knowledge

(system, procedure, object, method)

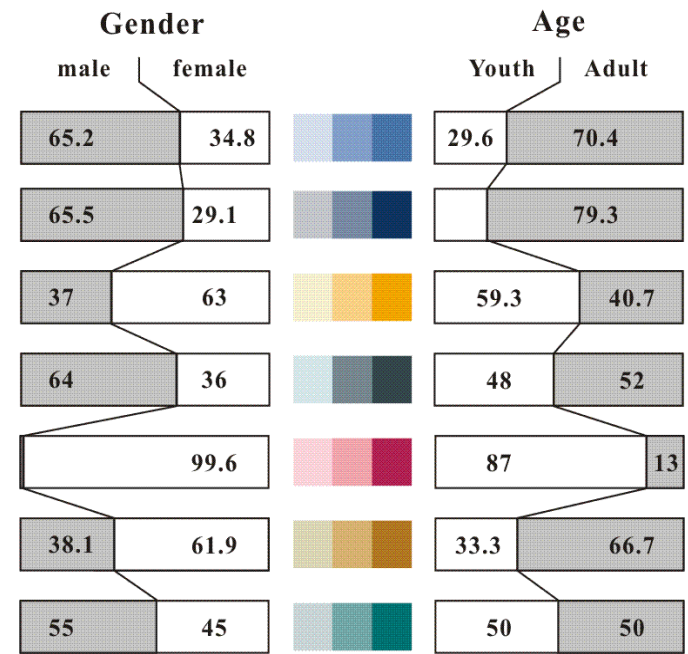
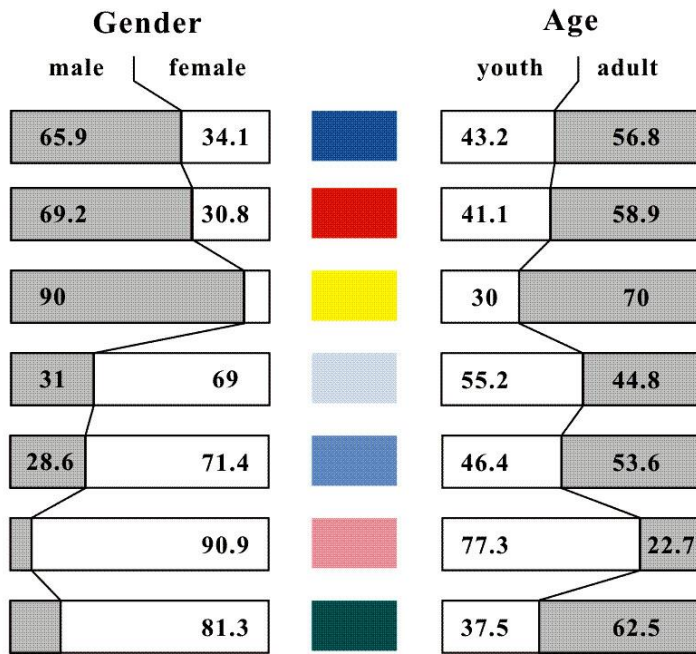
To produce practical knowledge as practical use to human

It focuses on seeking immediate practical use of knowledge

(usefulness, purposeful)

To apply practical application of knowledge according to certain sets of actual problems

Type of research	Basis of classification
Exploratory, descriptive, analytical or predictive research	Purpose of the research
Quantitative or qualitative research	Process of the research
Applied or basic research	Outcome of the research
Deductive or inductive research	Logic of the research



Output
Understandings the objective
Performance of Indonesian
Observers On Colors

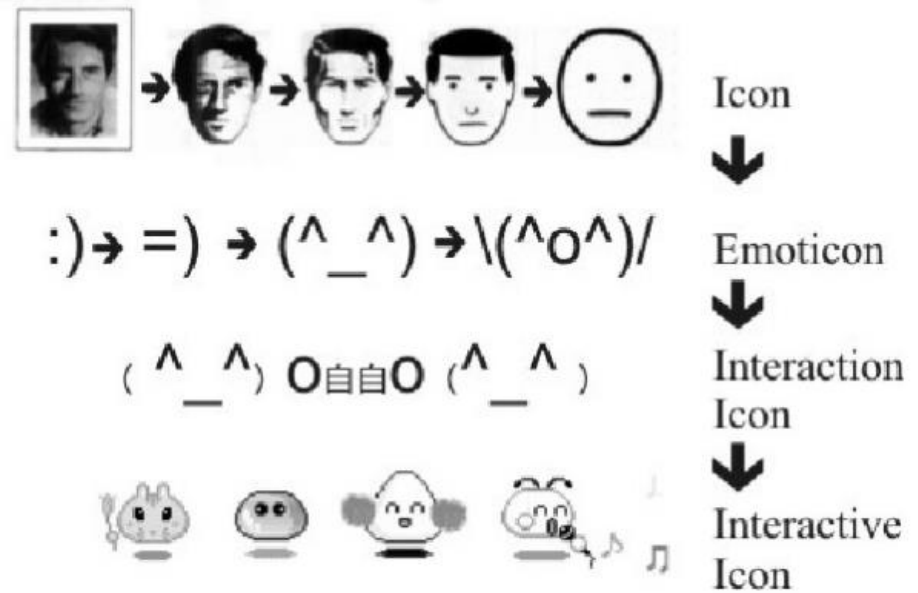


Output

The significance impacts of the imposed Design Rights on Rattan Products Trade

Output

Proposing new interactive icon based on knowledge of Indonesian Users' interactive behavior



Output

Proposing new lighting proposition for Interior of Brussels Spring Cafe and Resto in Bandung



DIFFERENCES BETWEEN SOURCES

books

periodical

website

academic
contents

leisure
contents

text-books
dictionaries

novel
poems

academic
contents

leisure
contents

journal articles
proceeding articles
research reports

book-series
news

academic
contents

leisure
contents

scholarly articles
(by expert,
publishers,
organization, etc)

online news
blogs

Differences between Sources

Eamon, Michael. (Library and Archives Canada, 2004). *Defining primary and secondary sources*. Retrieved 09.05.07 from <http://www.collectionscanada.ca/education/008-3010-e.html#e>

	Strengths	Weaknesses
Books	In-depth coverage	accessible from the library during operating hours only usually only one copy available for loan
Periodicals	<i>Current</i> Multiple users can access the same electronic article simultaneously	difficult to identify the most important articles on a topic, as there's often so many
Websites	Accessible 24x7, free	require extra-special evaluation, as websites can be posted by anyone

books / reference

digunakan untuk menjelaskan sebuah informasi (konsep, definisi, gagasan, klasifikasi, dan/atau metode) yang sifatnya fundamental

journal / conference
articles

digunakan untuk menjelaskan dan/atau membantu memperkuat argumen tentang sesuatu yang sifatnya penting namun bukan informasi fundamental

research reports,
notes

digunakan untuk menjelaskan dan/atau membantu memperkuat argumen tentang sesuatu yang sifatnya empirikal

berita / catatan populer
(koran, majalah)

digunakan untuk memperkuat argumen tentang sesuatu berdasar informasi yang sifatnya mutakhir dan diketahui luas oleh publik

artikel web, blogs

digunakan untuk memberi sudut pandang argumentatif yang sifatnya mudah berubah untuk informasi yang dipaparkan

HOME > PUBLICATIONS > PAPERS



PAPERS

The characteristics of form in relation to product emotion

DS 78: Proceedings of E&PDE 2013, the 15th International Conference on Engineering and Product Design Education, Dublin, Ireland, 05-08.09.2013



Year: 2013
 Section: Emotion/Senses
 Editor: John Lawlor, Ger Reilly, Robert Simpson, Michael Ring, Ahmed Kovacevic, Mark McGrath, William Ion, David Tormey, Erik Bohemia, Chris McMahon, Brian Parkinson
 Author: Jamaludin, Mohd Syafiq; Zulkapli, Muhammad Fadli; Zainal Abidin, Shahrman
 Series: E&PDE
 Institution: Universiti Teknologi MARA (UiTM), Malaysia, Malaysia

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KEYWORDS

Design emotion form
product characteristics.



Don Norman's jnd website



- **Change of status.** After nine enjoyable years, I'm retiring from Northwestern University. I'll be busier than ever, but this will let me do more consulting, travel more, stay longer, and be more spontaneous. So I'll be busier than ever, but on my own schedule: I already have activities scheduled throughout the rest of 2010 and into 2011.
- **Core77.** I've begun to write a column for the Design Website, **Core77.** These columns will be relatively short and aimed at a wide audience. I start with "Design thinking: A useful Myth."

Welcome to jnd.org:
Welcome to jnd.org: jnd = just noticeable difference, a technical term in the field of psychophysics. See [What is jnd?](#) This website is the home for my essays, chapters from my books, book reviews, and other miscellany.

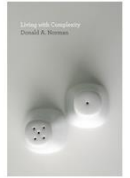
I spend my time with the Nielsen Norman group consulting for industry to produce enjoyable and effective products and services, serving on company board of directors and advisory boards, and writing and publishing. I spend two months each year as a "Visiting Distinguished Professor of Industrial Design" at KAIST, in Daejeon, South Korea.

Living with Complexity, to be published October, 2010 (MIT Press)

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Website Donald A Norman: On Issue of Design Thinking and Emotional Design

the design society website

intl journal of design



International Journal of Design

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International Journal of Design

ISSN: 1994-036X (online); 1991-3761 (print)



The *International Journal of Design* is a peer-reviewed, open-access journal devoted to publishing research papers in all fields of design, including industrial design, visual communication design, interface design, animation and game design, architectural design, urban design, and other design related fields. It aims to provide an international forum for the exchange of ideas and findings from researchers across different cultures and encourages research on the impact of cultural factors on design theory and practice. It also seeks to promote the transfer of knowledge between professionals in academia and industry by emphasizing research in which results are of interest or applicable to design practices.

Abstracting/Indexing: Science Citation Index Expanded (SCI-E), Social Science Citation Index (SSCI), Arts & Humanities Citation Index (A&HCI), Scopus, ProQuest ABI INFORM, ProQuest Design & Applied Arts Index (DAAI), Ergonomics Abstracts, EBSCO Computers and Applied Sciences Database
Archiving: Web Archives of The United States Library of Congress

USER

Username:
 Password:
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INFORMATION

- **5-Year Impact Factor: 1.144**
- [Journal Statistics](#)
- [For Readers](#)
- [For Authors](#)
- [For Librarians](#)
- [Subscriptions for print version](#)

MANUSCRIPT TEMPLATE

- [For MS_Word2003 on Windows](#)

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my current headspace: [Open Source Design Curricula](#) . . . [The Design MBA program at CCA](#) . . . [The League of Nathans t-shirt](#) . . . [The Making of Meaning](#) . . . [Labeling to support sustainable choices](#) . . . [Photography](#) . . . [Developing interfaces with human values](#)

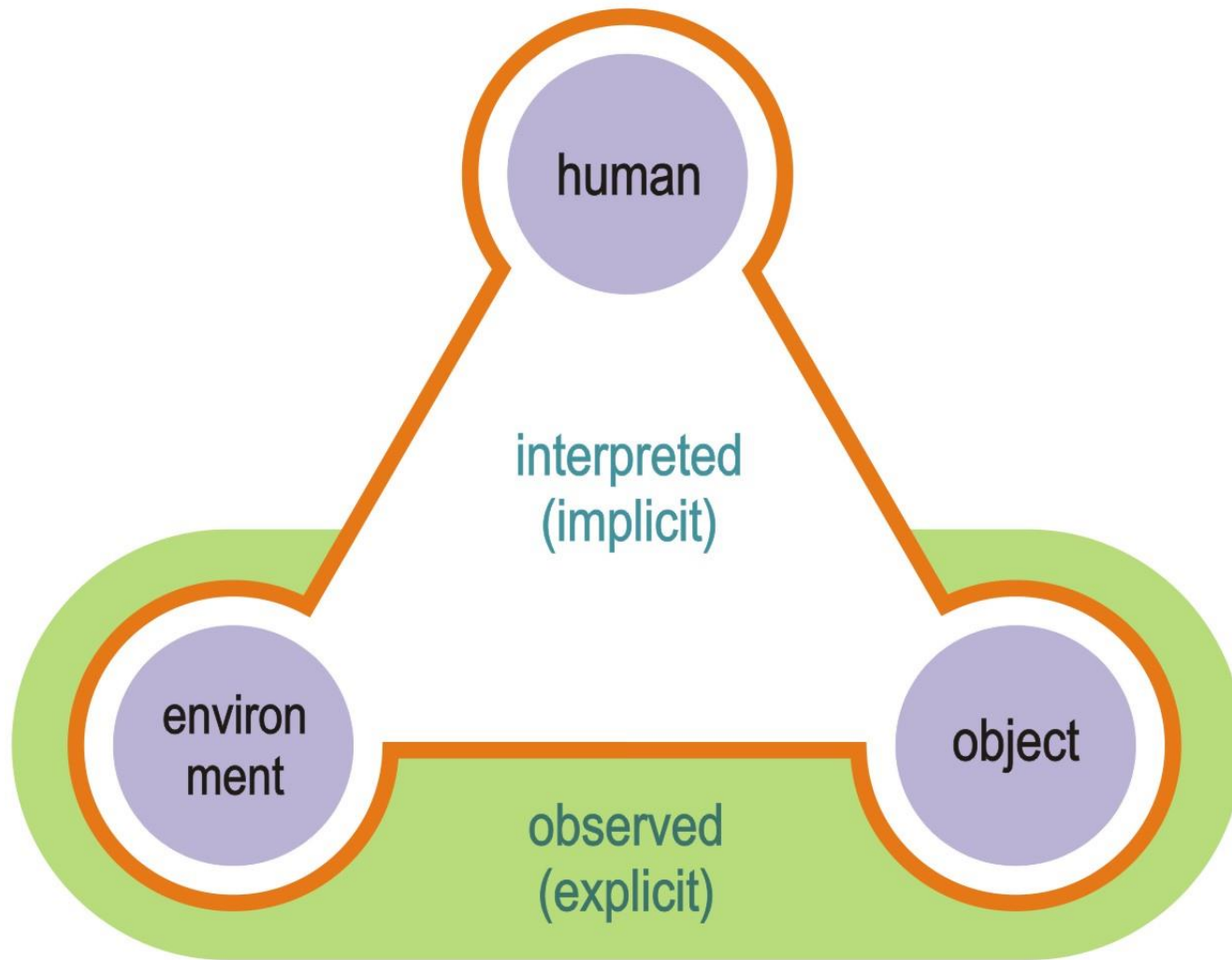
Latest Books: [Experience Design 1.1](#), [Design is the Problem](#), [Experience Design 1 Cards](#), [Dictionary of Sustainable Management](#) In addition, [Making Meaning](#) is now available in Korean

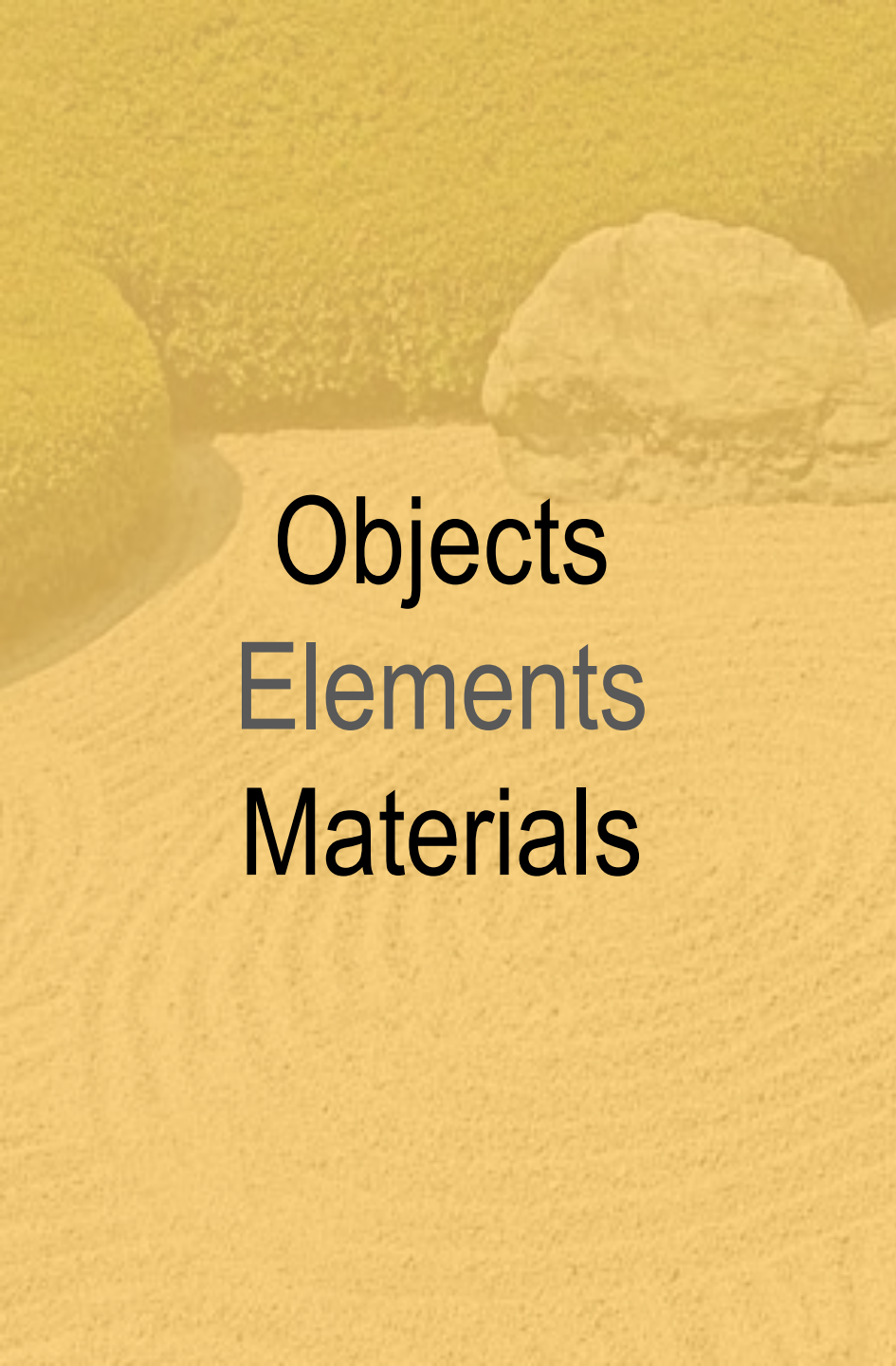
my current coordinates: back home in San Francisco permanently: Nathan Shedroff: NATHAN@NATHAN.DOT.COM

Website Nathan Shedroff: On Issue of Interaction Design, and Managing Design Experience



CHARACTERISTICS OF INFORMATION FOR DESIGN RESEARCH

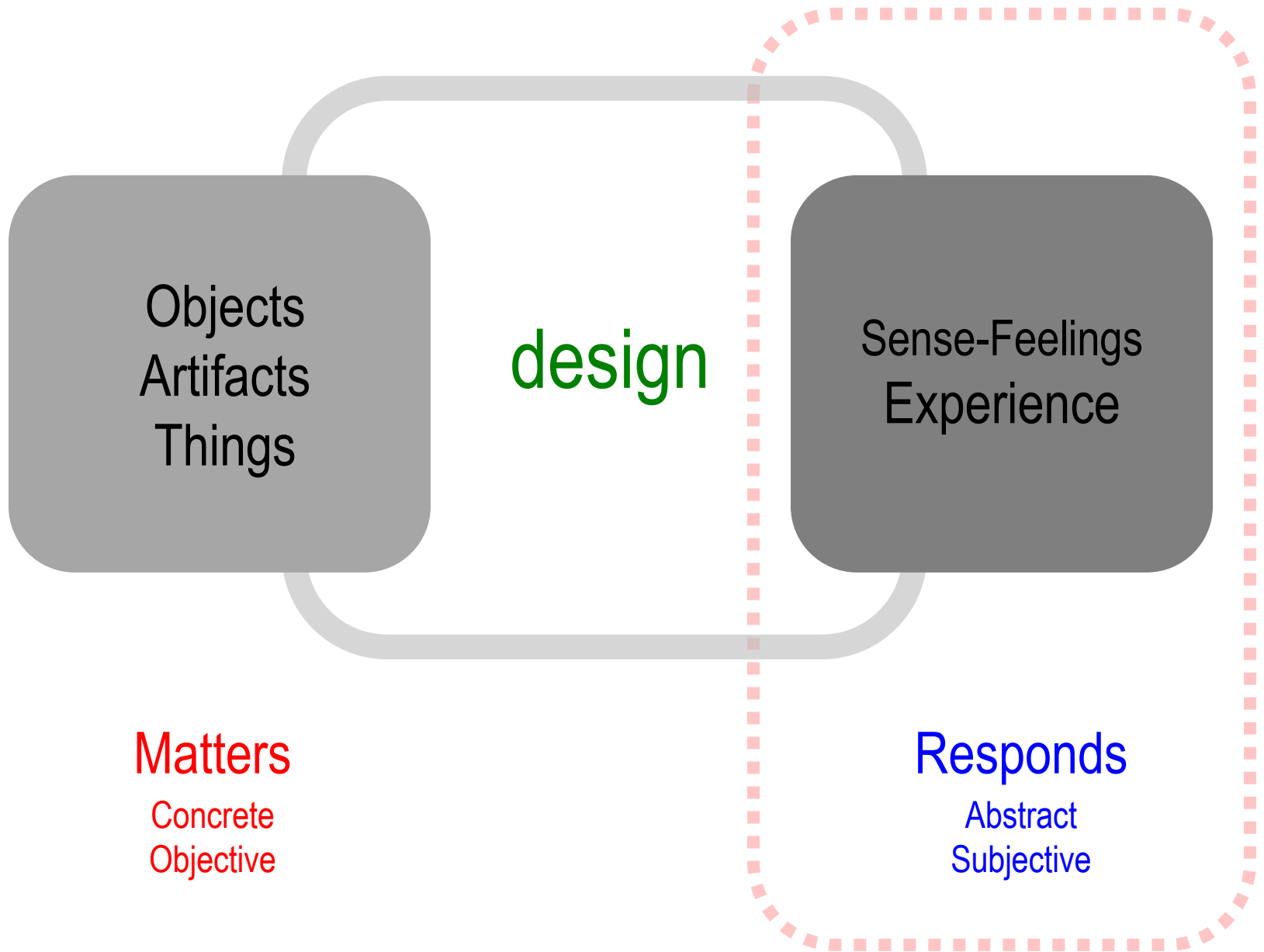


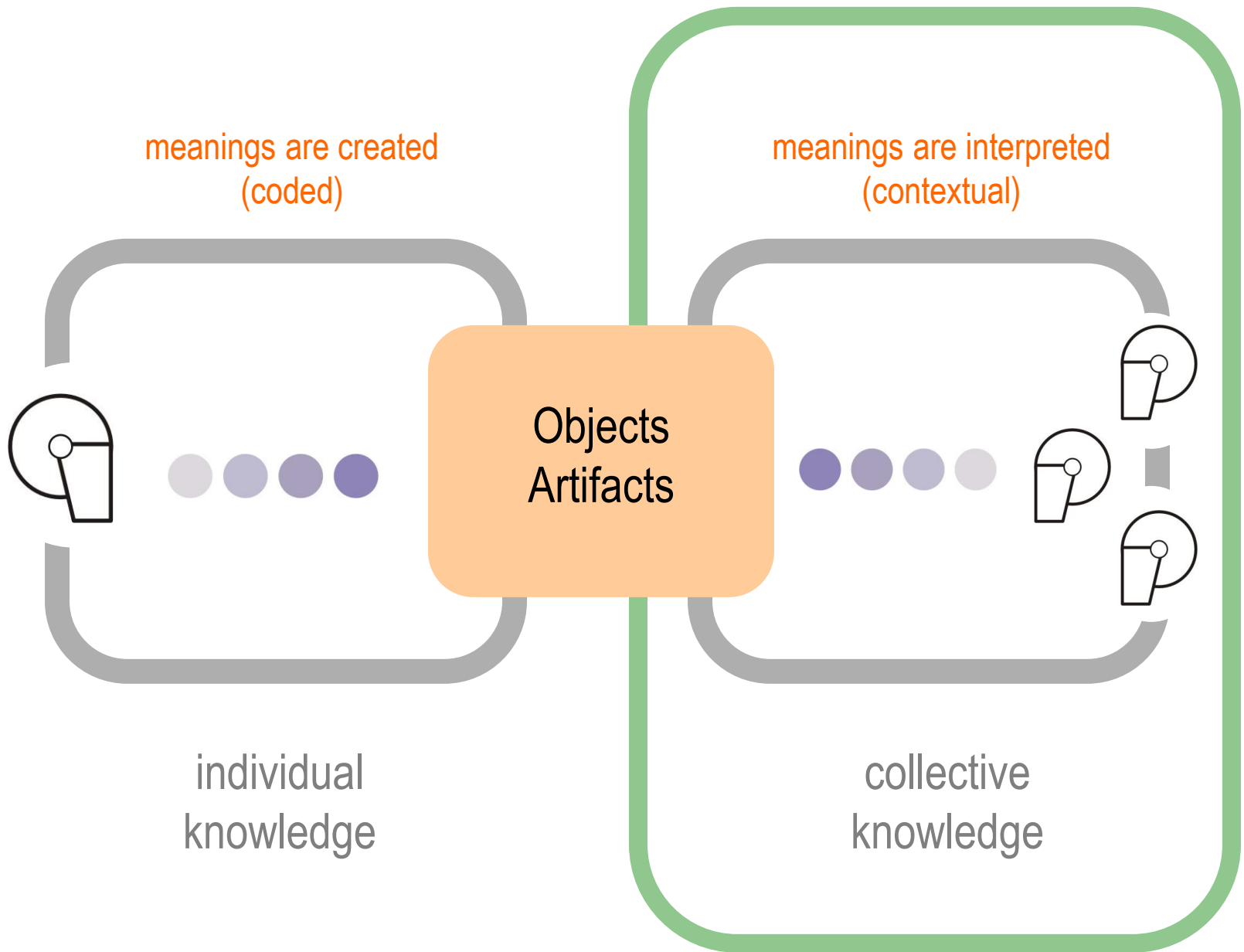
A yellow background with a faint, semi-transparent image of a stone path winding through a landscape.

Objects
Elements
Materials

A light green background with a faint, semi-transparent image of a stone path winding through a landscape.

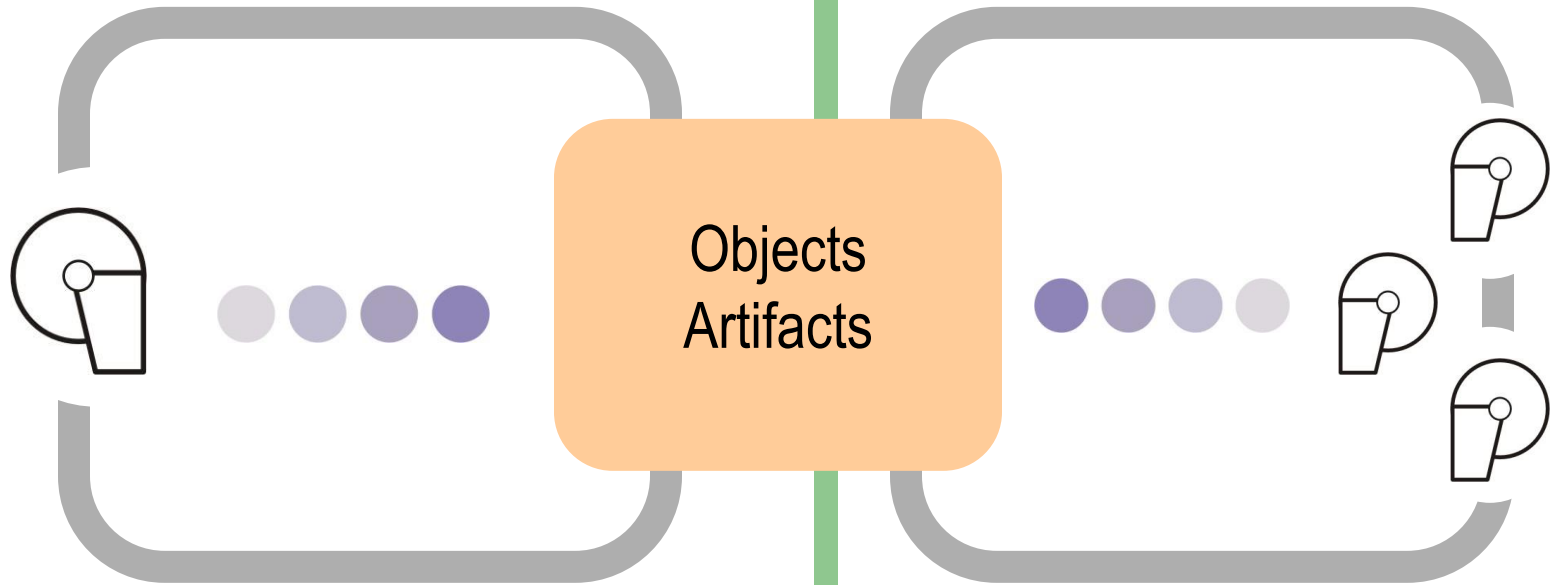
Meanings
Experiences
Values
Feelings





arbitrary
coded meanings

tendentious
investigated meanings



object as 'text'
(structure of
'reading')

object as 'stimulus'
(quality and intensity)



Sensasi fisik (exposed)

senjata, logam,
berpelindung (sarangka)
:: gambaran fungsi obyek
deskripsi fisik obyek

Impresi perseptual (embedded)

makna bentuk (luk, pamor)
makna ornamen
makna sosial
:: kepercayaan, nilai, identitas



Traces / Jejak

Bentuk pagar, Material,
Dimensi, Konfigurasi
Peletakan, dst

Respond

Identitas Kepemilikan,
Nilai dan Makna,
Impresi Status, dsb

Sample of identified information

Contoh identifikasi informasi implisit

(berdasar kuantifikasi respon pengguna terhadap artifak)

warna
p o l a
bahan
tekstur



m a k n a
n i l a i
apresiasi
interaksi

Method of Analysis:
Semantic Differential Method
(A quantified method for identifying meanings of object)



The Semantics of West Javanese Batik

(Syarif, A. dan Sunarya, Y. 2008. *Journal of Visual Art and Design ITB*, Vol 3 No 1)

Pustaka

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

Pustaka

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