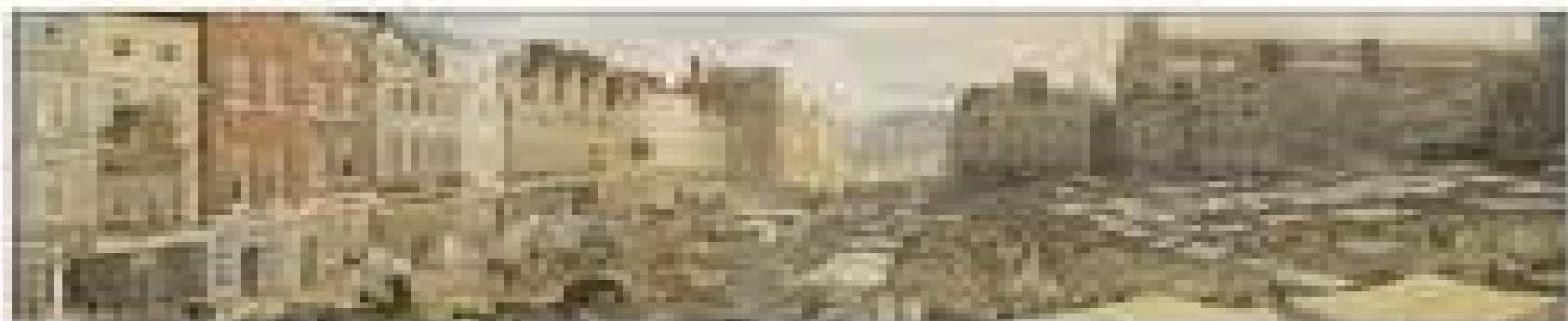


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jenjang S 1 jenjang S 2 hingga jenjang S 3 Buku ini juga dapat digunakan sebagai rujukan oleh para peneliti pemula di
samping juga berguna sebagai materi penyegaran bagi para peneliti yang sudah berpengalaman maupun bagi para dosen

yang mengampu mata kuliah Metode Penelitian Materi materi yang disajikan di buku ini dikemukakan secara ringkas sederhana menekankan pada inti kegunaan dari tiap konsepnya sehingga diharapkan dapat memudahkan pemahaman pembaca terhadap penerapan metode penelitian campuran untuk pariwisata **METODE PENELITIAN KUALITATIF UNTUK PARIWISATA** Prof. John JOI Ihalaui, S.E., Ph.D., CHE., Prof. Dr. Ir. Sugiarto, M.Sc., Dr. Damiasih, M.M., M.Par., CHE., CGSP., Assoc. Prof. Dr. Tonny Hendratono, S.E., M.M., CHE., Dr. Rina Christiansen, B.Sc., M.M., Tutut Herawan, Ph.D., 2023-08-31 Metode penelitian kualitatif membahas tujuan penelitian melalui berbagai teknik yang memungkinkan peneliti untuk memberikan interpretasi terhadap fenomena yang menjadi perhatian tanpa tergantung pada pengukuran numerik Tujuan penelitian kualitatif ini adalah untuk mengembangkan pemahaman terperinci dan mendalam terhadap beberapa fenomena untuk mempelajari bagaimana fenomena terjadi dalam tatanan alami atau untuk belajar bagaimana mengekspresikan beberapa konsep dalam istilah sehari-hari Metode penelitian kualitatif ini berguna pada saat diperlukan sebuah pendekatan baru untuk mempelajari masalah pada kondisi peneliti sulit untuk mengembangkan pernyataan tertentu dan saat peneliti sulit untuk mengembangkan pernyataan keputusan yang dapat ditindaklanjuti Fokus penelitian kualitatif adalah pada menemukan makna yang sejati dan atau memperoleh wawasan baru Buku Metode Penelitian Kualitatif untuk Pariwisata ini berisi pengetahuan mengenai hal-hal mendasar tetapi komprehensif yang diperlukan untuk melakukan penelitian kualitatif di bidang pariwisata Buku ini mengemukakan secara sistematis pengetahuan komprehensif mengenai konsep pendekatan metode dan prosedur dalam melakukan penelitian kualitatif terkait pariwisata Buku ini juga mengulas berbagai isu yang sering menjadi pertanyaan baik di kalangan mahasiswa pembimbing penguji maupun para peneliti terkait praktik pelaksanaan penelitian kualitatif untuk pariwisata Buku ini dapat menjadi acuan utama bagi mata kuliah Metode Penelitian Kualitatif untuk pariwisata pada jenjang S 1 jenjang S 2 hingga jenjang S 3 Buku ini juga dapat digunakan sebagai rujukan oleh para peneliti pemula di samping itu juga berguna sebagai materi penyegaran bagi para peneliti yang sudah berpengalaman maupun bagi para dosen yang mengampu mata kuliah Metode Penelitian Materi materi yang disajikan di buku ini dikemukakan secara ringkas sederhana menekankan pada inti kegunaan dari tiap konsepnya sehingga diharapkan dapat memudahkan pemahaman pembaca terhadap penerapan metode penelitian kualitatif untuk pariwisata

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pembaca menemukan dan menggunakan metode analisis yang tepat sehubungan dengan data penelitiannya. Pemaparan pada bab tersebut mengemukakan pengetahuan inti akan beragam teknik analisis data dengan karakteristiknya masing-masing. Pemaparan teknik statistik dalam buku ini tidak serinci dalam buku yang secara khusus mengulas tentang statistika karena buku ini tidak ditujukan untuk menggantikan buku metode statistika. Penulis yakin bahwa pemaparan tersebut akan menyegarkan dan menambah pemahaman pembaca untuk mampu menganalisis data secara seksama dan tepat serta tentu saja akan sangat berguna bagi mahasiswa dalam menyelesaikan Skripsi Tesis maupun Disertasi. Penekanan buku ini adalah pada pemahaman inti dari konsep-konsep terkait metodologi penelitian bisnis dan pendalaman materi. Materi-materi yang disajikan di buku ini dituangkan secara ringkas sederhana dan menekankan pada inti kegunaan dari tiap konsepnya. Hal ini diharapkan dapat memudahkan pemahaman pembaca terhadap penerapan metodologi penelitian ilmiah. Penulis telah berupaya mengemukakan inti dari konsep-konsep terkait metodologi penelitian bisnis dalam bahasa penyampaian yang sederhana dan mudah dipahami oleh pembaca. Buku ini dapat menjadi acuan utama bagi mata kuliah metodologi penelitian bisnis jenjang S1, jenjang S2 hingga jenjang S3. Buku ini juga dapat digunakan sebagai rujukan oleh para peneliti pemula di samping juga berguna sebagai materi penyegaran bagi para peneliti yang sudah berpengalaman dan tentunya bagi para dosen yang mengampu mata kuliah metodologi penelitian ilmiah.

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