

Sintesis Konsep Baru (Novelty) dan Pengembangan Model Penelitian Ilmiah

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PERKENALAN



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SERTIFIKASI :

1. CERTIFIED PROFESSIONAL MARKETER (CPM) ASIA, AMF SINGAPORE, 2013
2. KEY ACCOUNT MANAGEMENT, APEDOS GERMANY, 2014
3. SERTIFIKASI REVIEWER PENELITIAN PT, QUANTUM HRM, 2019

Outlines :



1. Pengenalan tentang Novelty
2. Apa itu Research & Research Gap
3. Pisau Analisis Penelitian
4. Sintesis Konsep Baru
5. Kebaruan dan Model Penelitian

Pengenalan tentang Novelty

Dr. Anshar Daud

KAIDAH TUGAS AKHIR, THESIS DAN DESERTASI

DESERTASI S3 DAN PENELITIAN

- NOVELTY
- ORIGINALITY
- INVENTION
- MEMBERI SUMBANGAN SIGNIFIKAN PENGEMBANGAN IPTEKSB

THESIS S2 DAN PENELITIAN

- ORIGINALITY / INVENTION
- CONTRIBUTION
- IMPROVEMENT
- ADA SUMBANGAN TERHADAP PENGEMBANGAN IPTEKSB

TUGAS AKHIR S1 PENERAPAN IPTEKSB

- INNOVATION
- IMPLICATION
- APLICATION

What is Novelty?

- **Novelty** (Latin word novus for "new") is the quality of being new, or following from that, of being striking, original or unusual. Novelty may be the shared experience of a new cultural phenomenon or the subjective perception of an individual. The quality or state of being new, different, and interesting ([Yehya A. Salih](#), 2018)
- **Novelty** is a characteristic of entity that carries one or aspects that are 'new' and 'original'. In engineering design, novelty is often spoken in reference to product, process, person, and situation. Let us consider the product facet that is much easier to explain. A product is considered novel if it carries one or more features that 'new' and 'original'. ([Siddharth](#), 2018)

Tipe Novelty

Suatu konsep
baru

Relasi antar 2
variable yang
baru

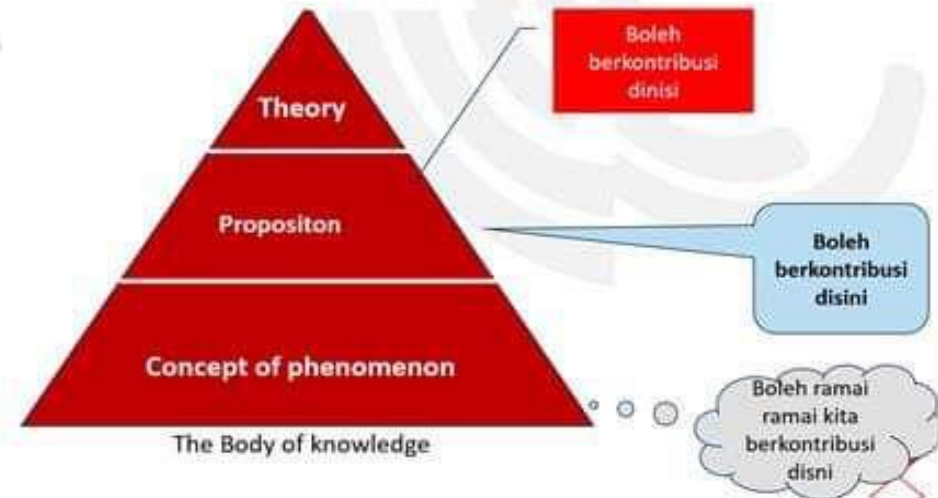
Model riset
yang baru

NOVELTY = Kebaruan
yang memberikan “
contribution to the
body of knowledge”

Apa saja elemen dari the body of
knowledge itu?????????

PROF. AGF

ROOMS FOR YOUR CONTRIBUTION TO THE KNOWLEDGE



PROF. AGF

NOVELTY PADA APA????
Contribution to the body of knowledge



Teori???? YA BANGET

Proposisi???? YA
BANGET

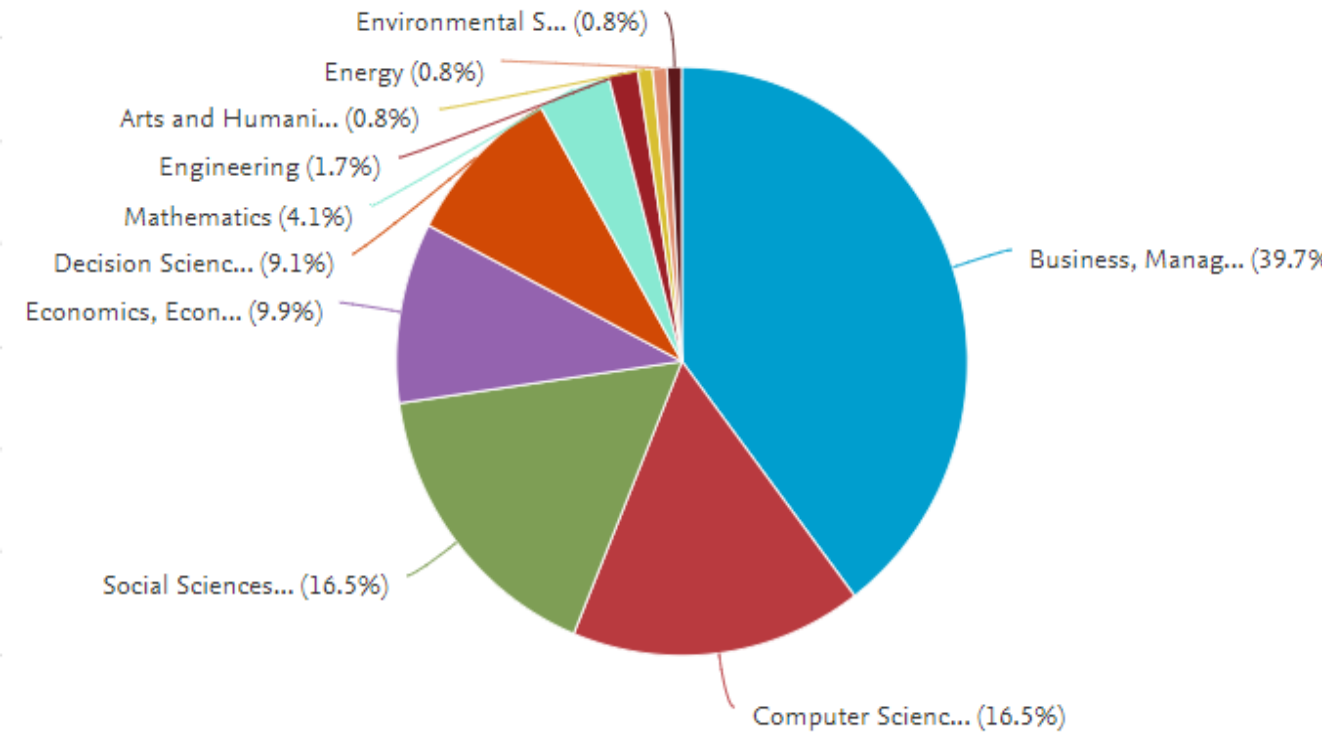
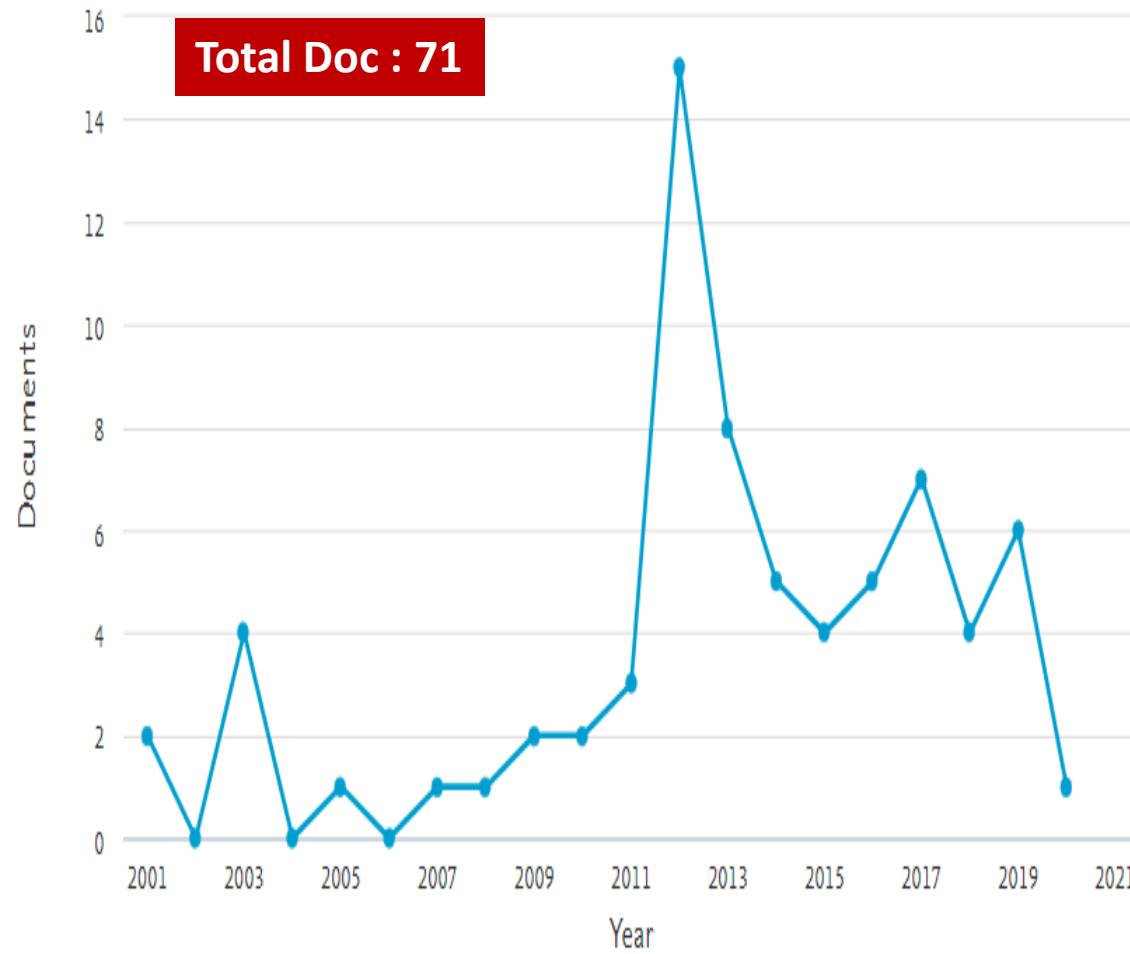
Konsep???? YA BANGET

Model???? YA

Lokasi??? NGGAK
BANGETTTTT

PROF. AGF

Relational Capability – Marketing Performance : State of the Art





Apa itu Research & Research Gap

What is Research and Research Gap (RG)?

Some areas that do lack in research

Research is composed of two words: 're' and 'search', which means to search again, or to search for new facts or to modify the older ones.

A research gap is, simply, a topic or area for which missing or insufficient information limits the ability to reach a conclusion for a question

A research need is defined as a gap that limits the ability of decision makers from making decisions.

Jenis-Jenis Research Gap

Suatu penelitian dengan hipotesis yang belum konklusif, masalah belum terbukti / terselesaikan secara tuntas.

Suatu tatanan konseptual yang baik, tetapi belum ada kajian teoritikal serta penelitian empiriknya.

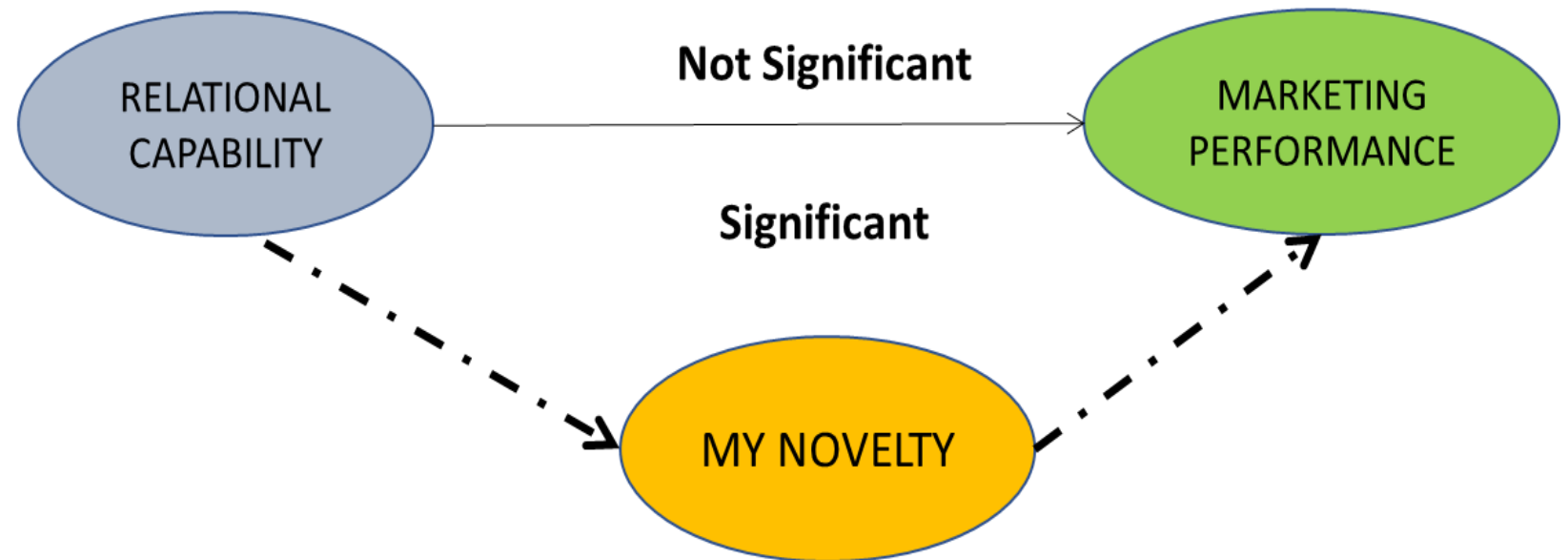
Suatu penelitian yang menyisakan defisiensi hasil, sehingga memerlukan pengujian lebih lanjut.

Suatu hasil penelitian yang baik, namun ada ketidakjelasan terhadap prosesnya.

Suatu hasil penelitian yang memiliki kelemahan tertentu.



Relasi Inkonklusif 2 Variabel Riset (RG 1)



Literature Contradiction

Obselete / outdated theory or model

Fenomena (Praktis / Bisnis) Gap (RG 2)



TEMPO.CO

FOLLOW

TEMPO TEKNO

Temuan Fosil Manusia Purba di Brebes Bisa Mengubah Teori Sejarah

Selain fosil manusia purba, para peneliti sebelumnya telah menemukan beberapa fosil lain di wilayah Bumiayu dan sekitarnya.

BY TEMPO.CO INSTANT ARTICLES
3 JULY 2019



sumber : okenusantara.com

TEMPO.CO

FOLLOW

TEMPO TRAVEL

Kalahkan Paris, Bali Peringkat 1 Destinasi Wisata Terbaik Dunia

Tak hanya menjadi destinasi terbaik di dunia, Bali juga menjadi juara satu destinasi terbaik se-Asia mengalahkan Thailand, Jepang, dan Singapura.

BY TEMPO.CO INSTANT ARTICLES
7 MARCH 2018



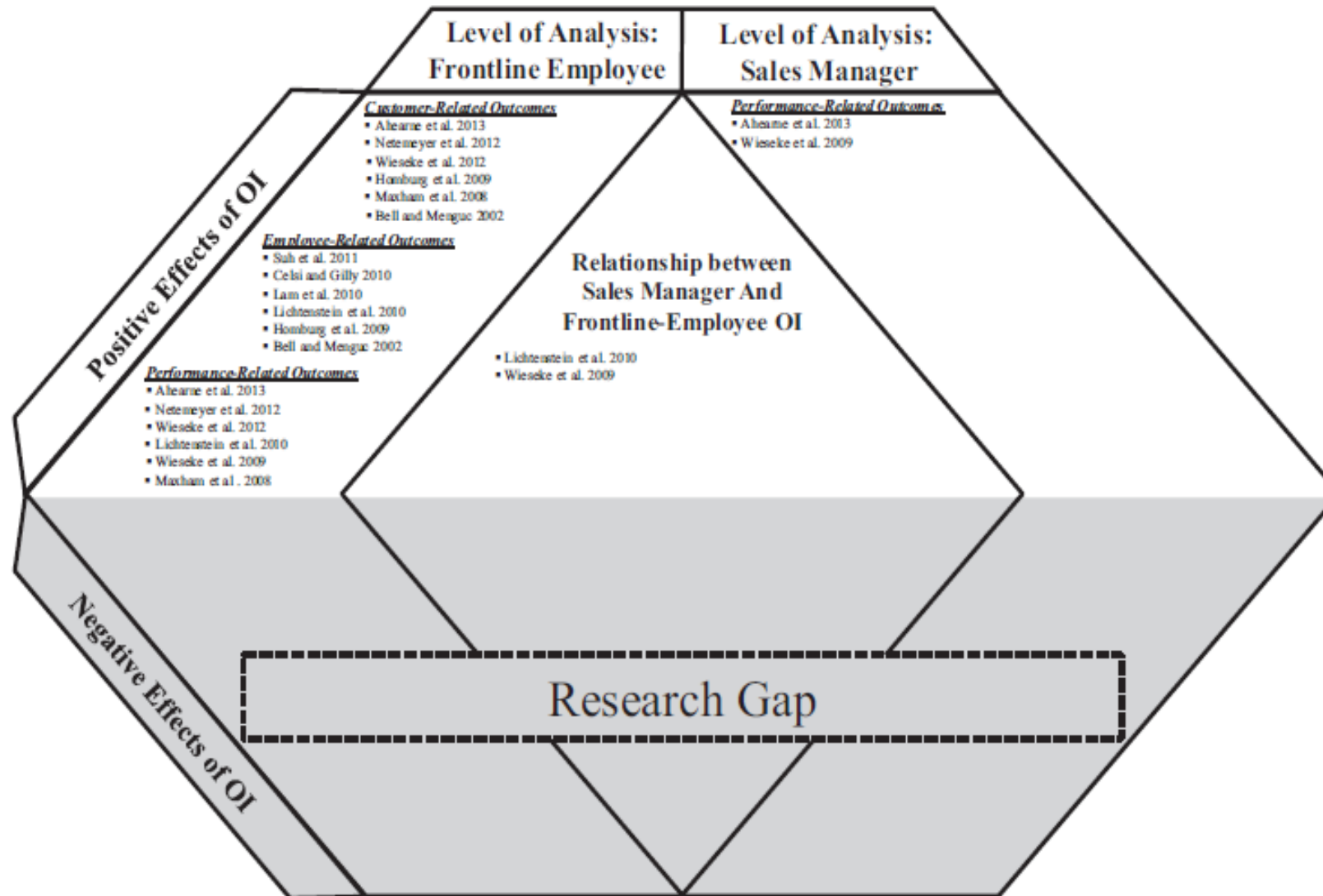
Matahari Putra Prima (MPPA) Tutup 80
Gerei dalam 2 Tahun Terakhir
(Bisnis.com, 19 Feb 2019)

Telaah Literatur dengan Defisiensi Hasil (RG 3)

L. Aarikka-Stenroos, E. Jaakkola / Industrial Marketing Management 41 (2012) 15–26

- Recent literature indicates that the interaction process between actors affords them opportunities to facilitate value creation for and with each other (Grönroos, 2008, 2011; Payne et al., 2008), **yet that literature offers scant elaboration on the roles performed, or contributions made by the parties to create value.....**
-The solutions marketing literature **examines the suppliers' role but elaborates less on customers' contributions** (e.g., Skarp & Gadde, 2008; Tuli et al., 2007). Therefore, our second objective is to examine the roles performed and resources contributed by suppliers and customers within the joint value generating process.....
- Although the ability to demonstrate the value of an offering is essential for suppliers, the identification and determination of the multifaceted value elements of complex **offerings has remained largely unexplored** (Lindgreen et al., 2009).....

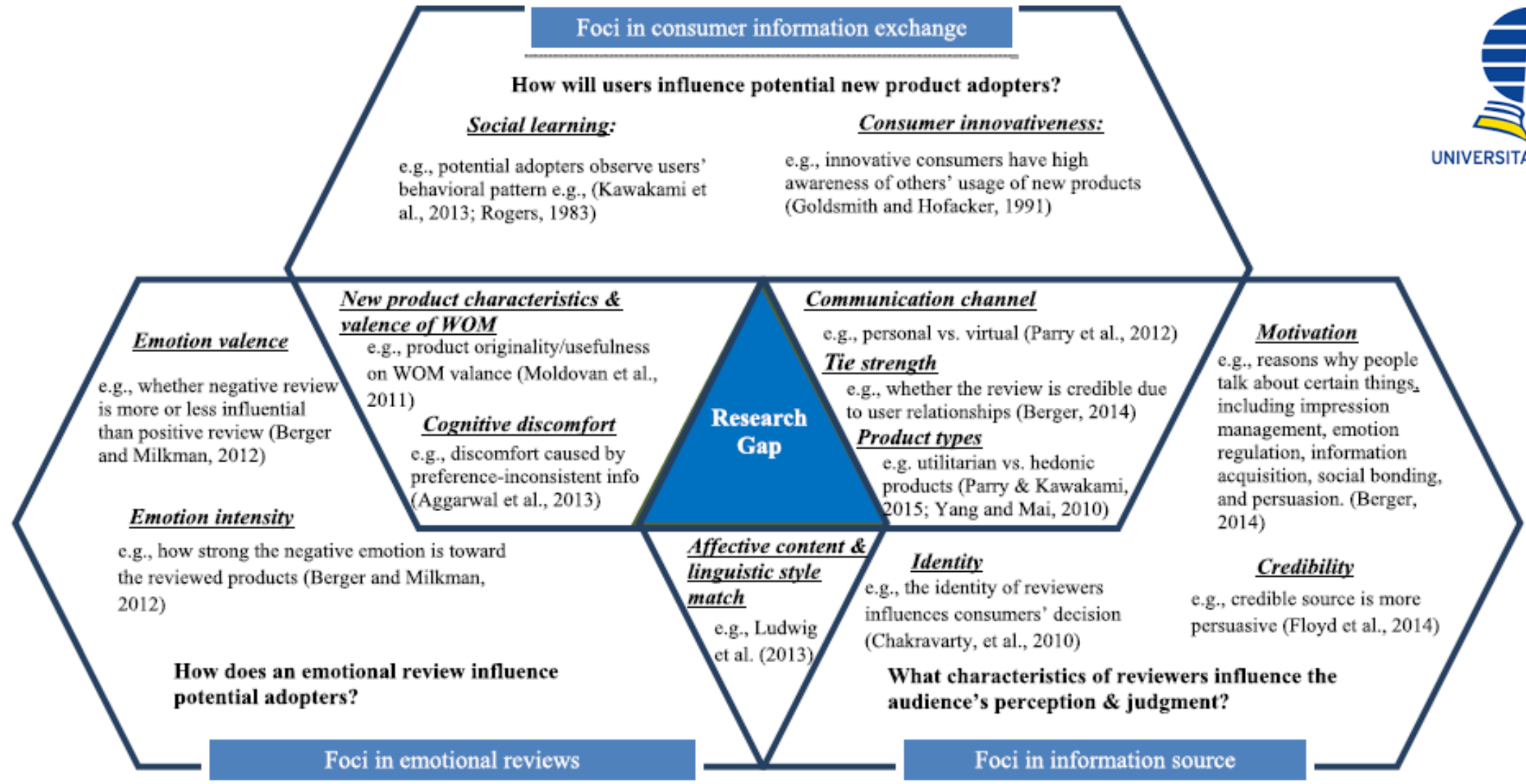
Empirical research on organizational identification (OI) in marketing and retailing

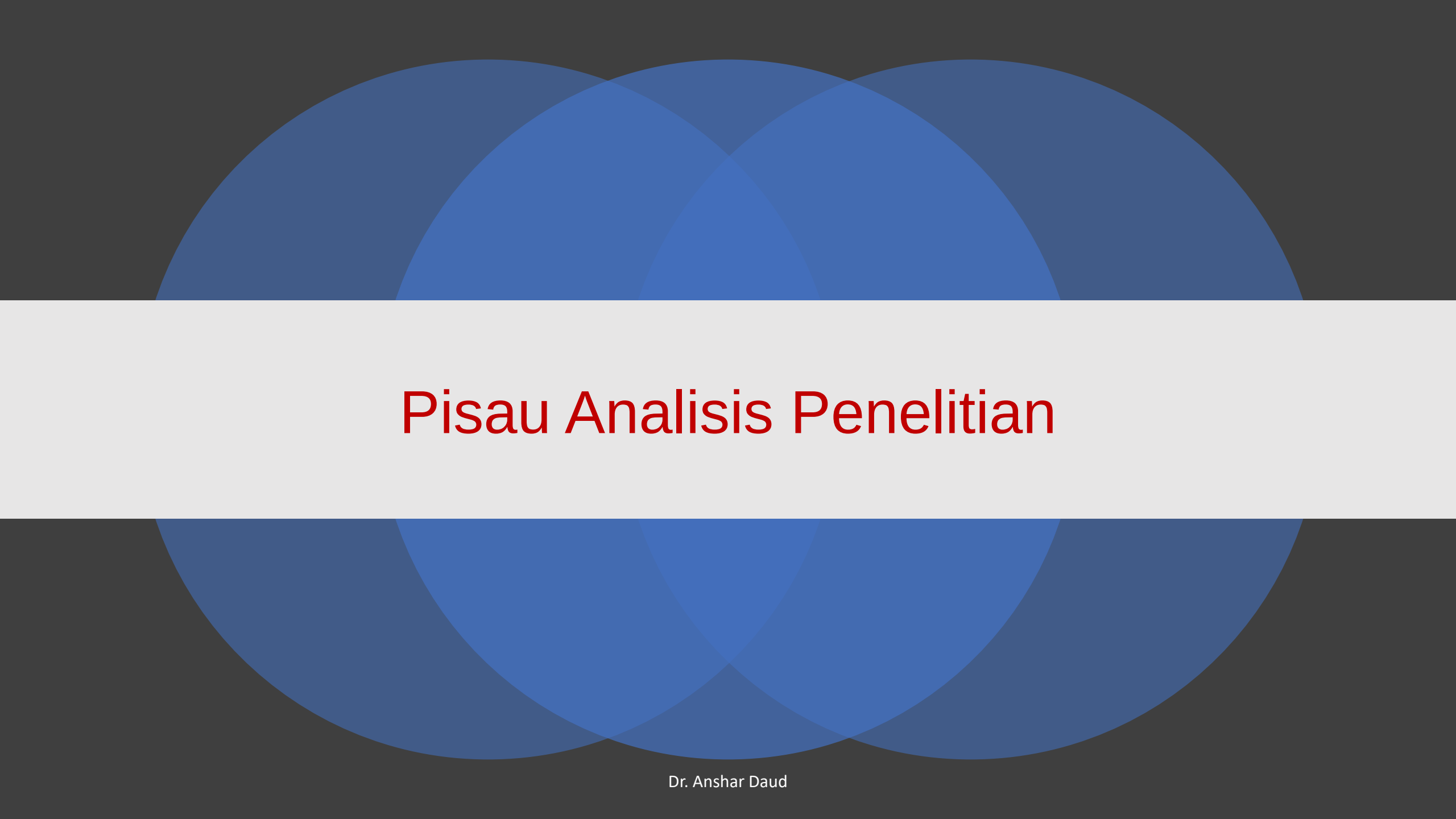


Research Gap in User-Generated Online Product Review and Innovation Diffusion



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Pisau Analisis Penelitian

Apa itu Pisau Analisis?

Alat atau perangkat yang digunakan untuk menganalisis objek penelitian pada tema / fokus permasalahan tertentu (Harto dkk, 2018)

Fokus bukan pada wujud fisik / material bendanya, namun lebih cenderung menekankan pada perangkat konsep atau teori yang tertuang dalam bentuk instrumen penelitian (Harto dkk, 2018)

Teori / konsep, wacana, gagasan untuk membedah / menyelesaikan suatu persoalan riset

Kerangka gagasan yang kita pakai untuk menganalisa dan mensintesa tema atau peristiwa tertentu (dalam upaya menemukan solusi)

Science Cross Boundary and New Synthesis



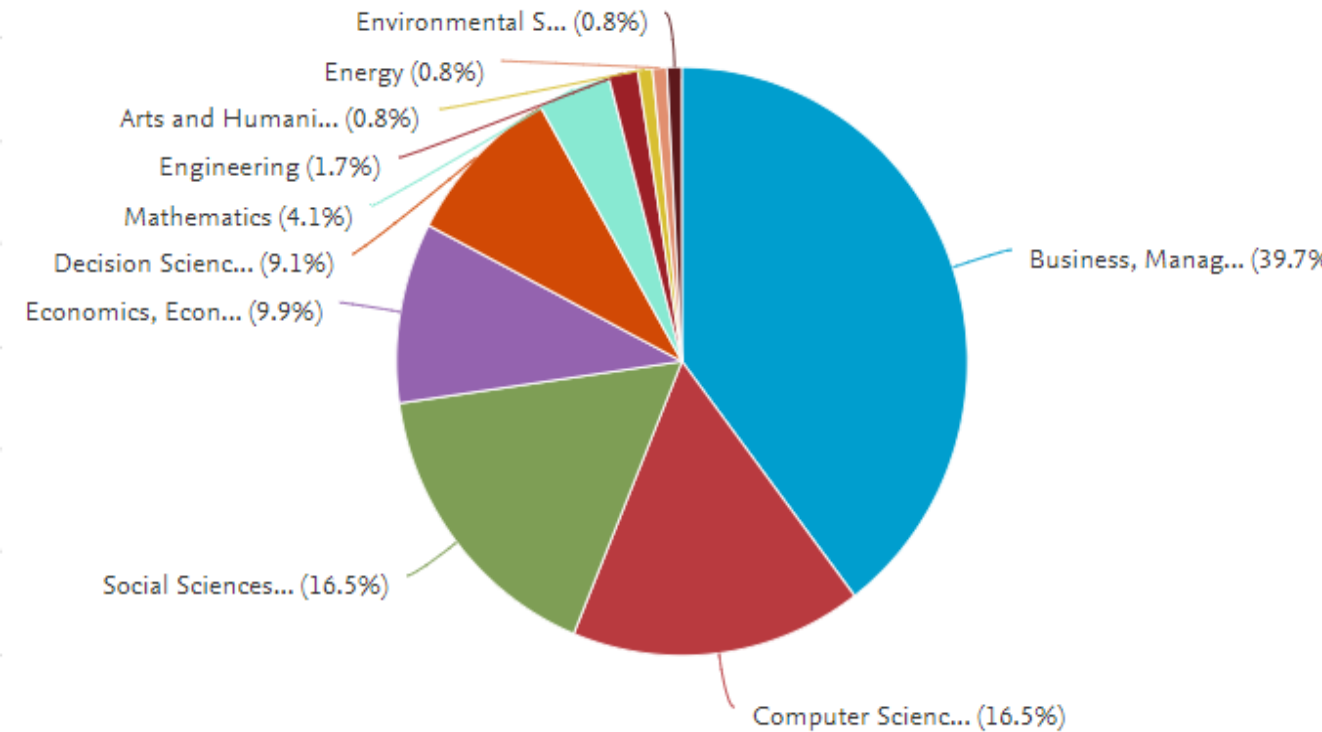
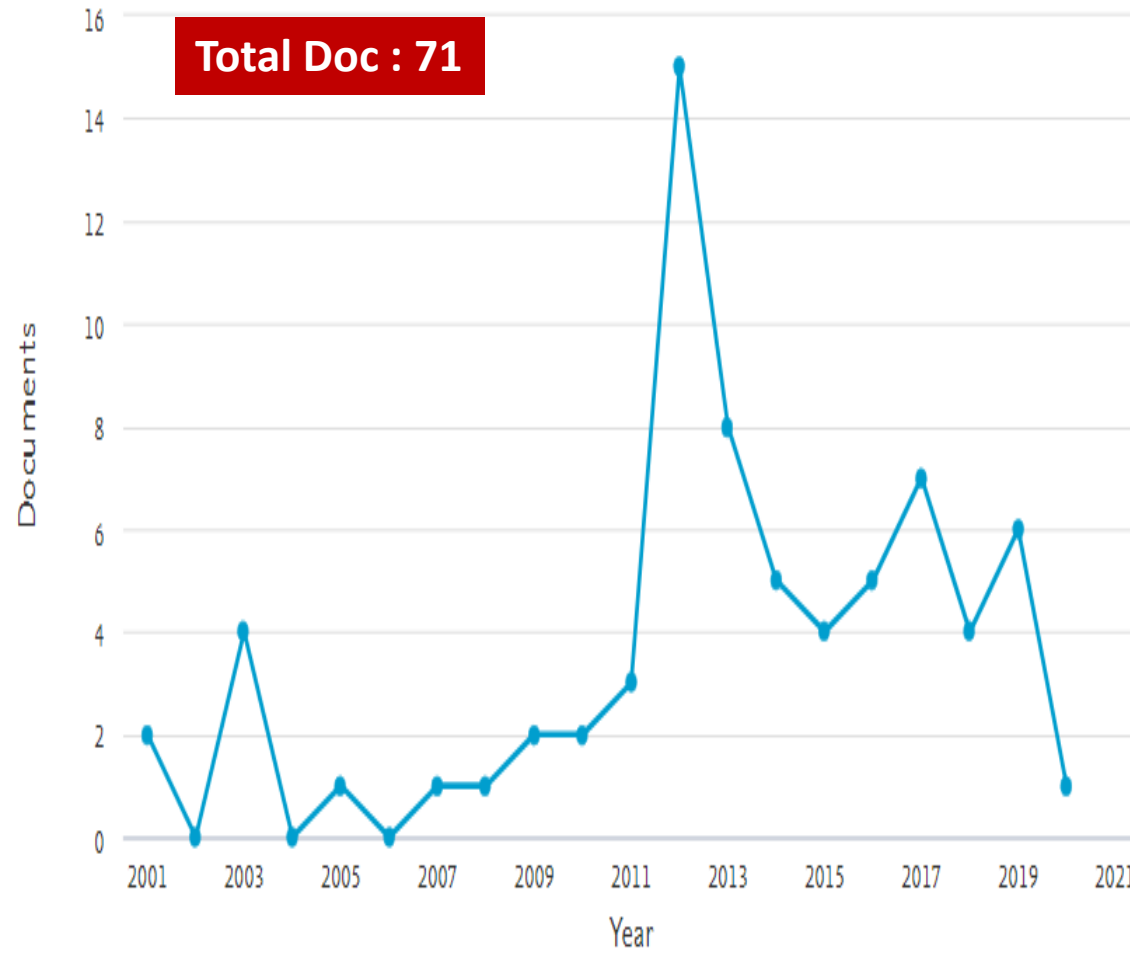
NOTES :

1. CA : Customer Accounting
2. DM : Digital Marketing
3. CCT : Customer Culture Theory
4. Customer Behavior

Relational Capability – Marketing Performance : State of the Art



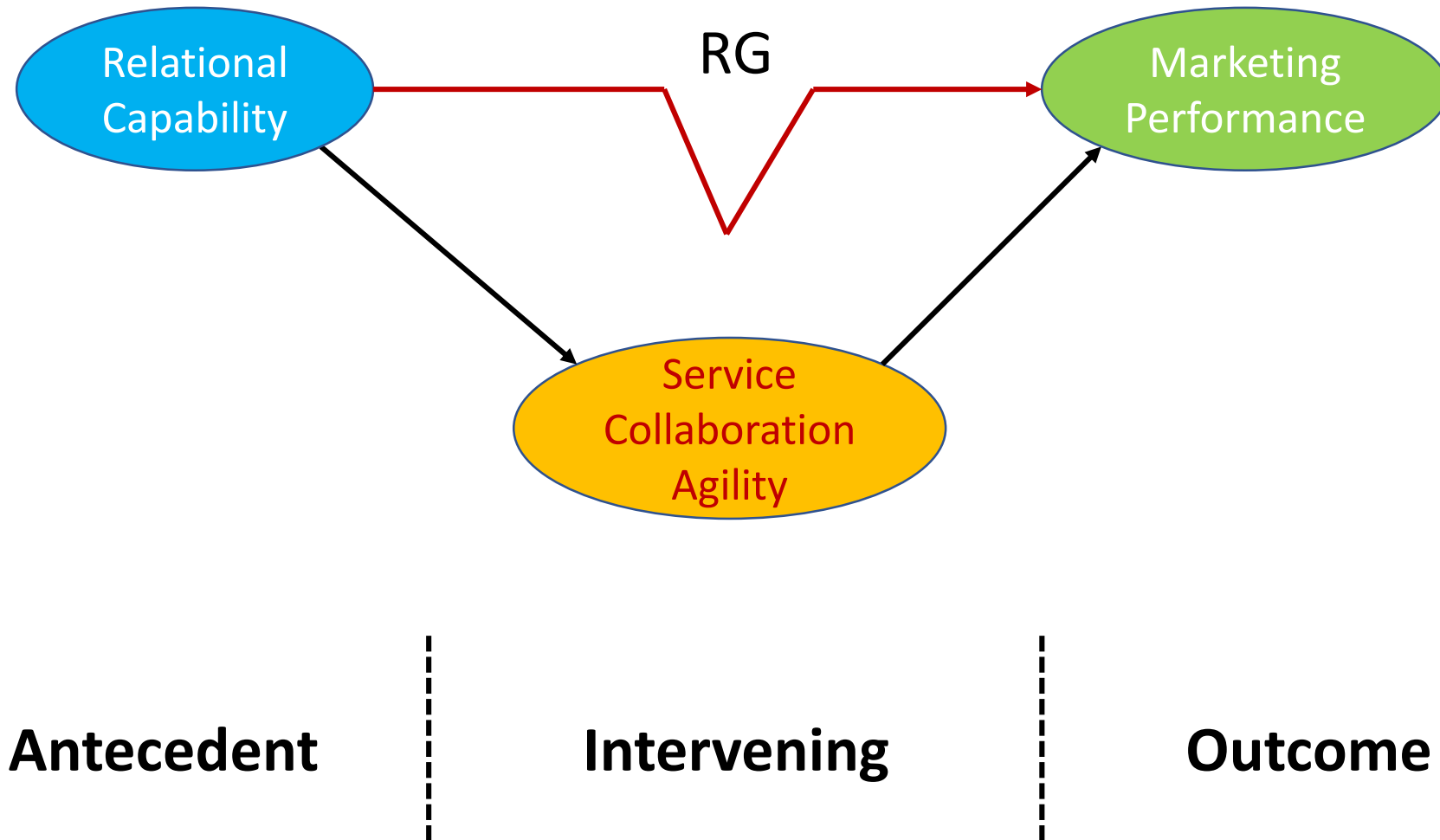
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Sintesis Konsep Baru

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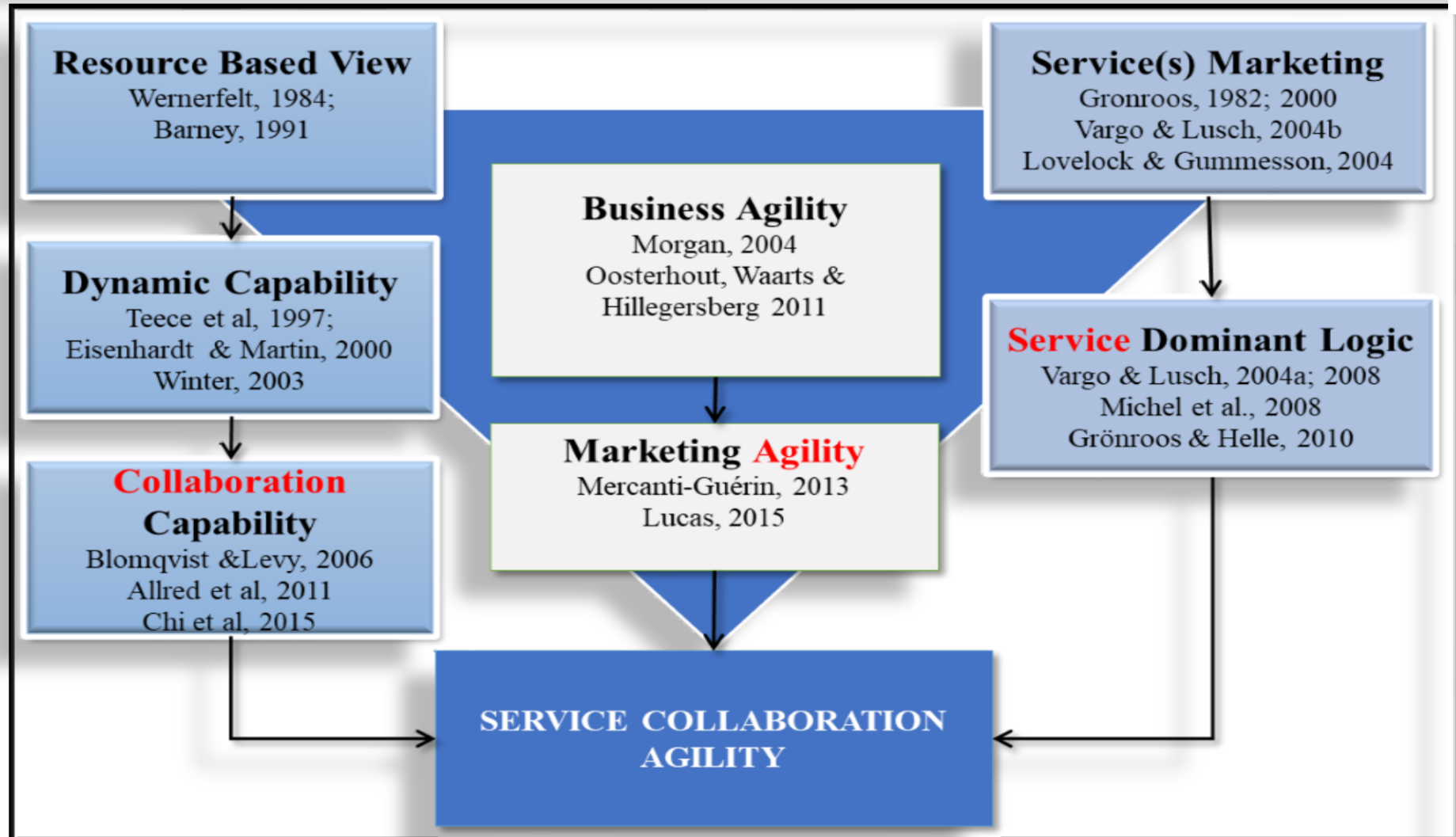
Kerangka Dasar Kebaruan (Novelty)



Sintesa Konsep *Service Collaboration Agility*

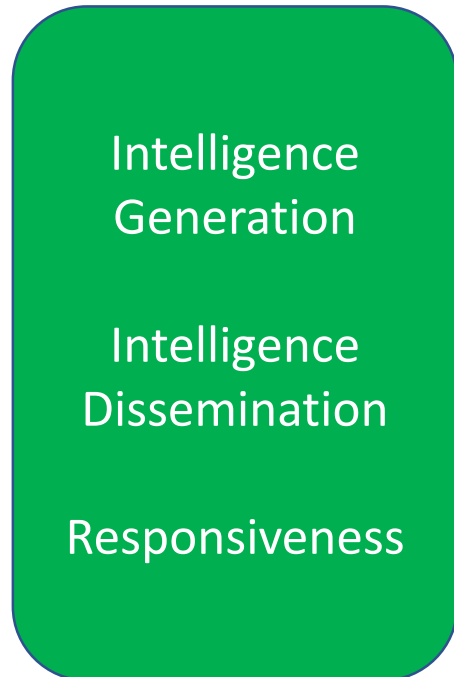


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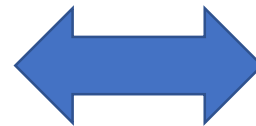


Marketing Orientation

Jaworski & Kohli, 1990

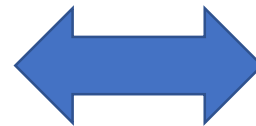


Narver & Slater, 1990



Competitive Advantage

Porter, 1985



Hao Ma, 2004



Entrepreneurship Orientation

Morris & Paul, 1987



Pearce et. al, 2010





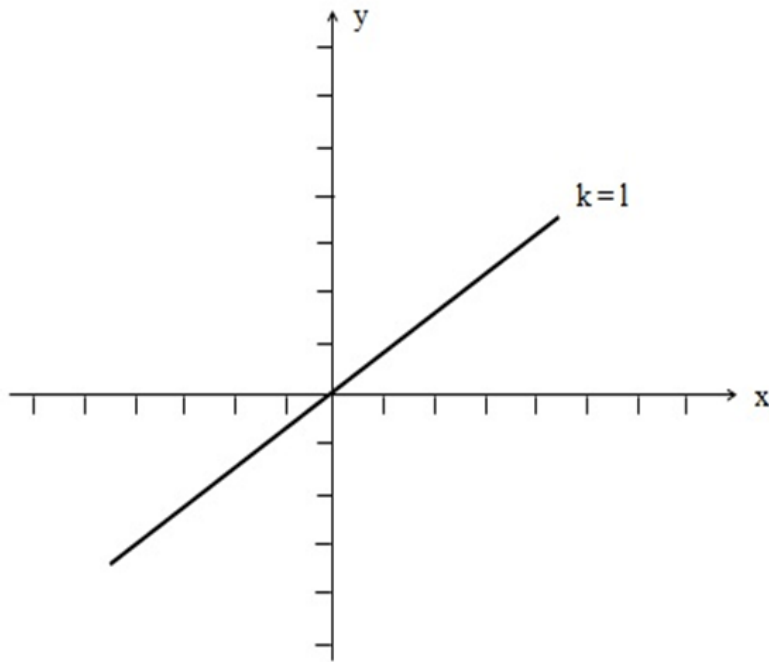
Kebaruan dan Model Penelitian

what is a research model

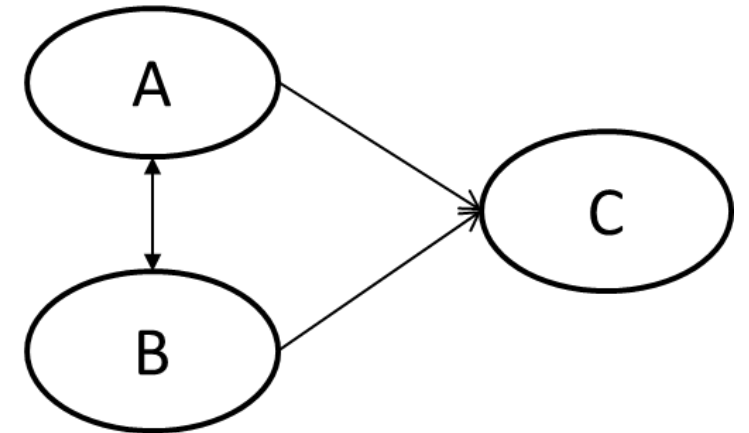
The existence of a tentative **model** helps in selecting the logical structure of the entire **research** project and planning it. The **model** helps you to decide which material has to be collected, from which cases or specimens and about which attributes or variables of these cases.

Modelling Research. Models are developed and used to help us (scientists, engineers, decision makers) to understand and communicate about a system of interest with the ultimate aim of bringing a positive change to how a system is built and/or managed.

Model Sederhana



$$Y = k + \alpha.X$$



Model Dasar Penelitian

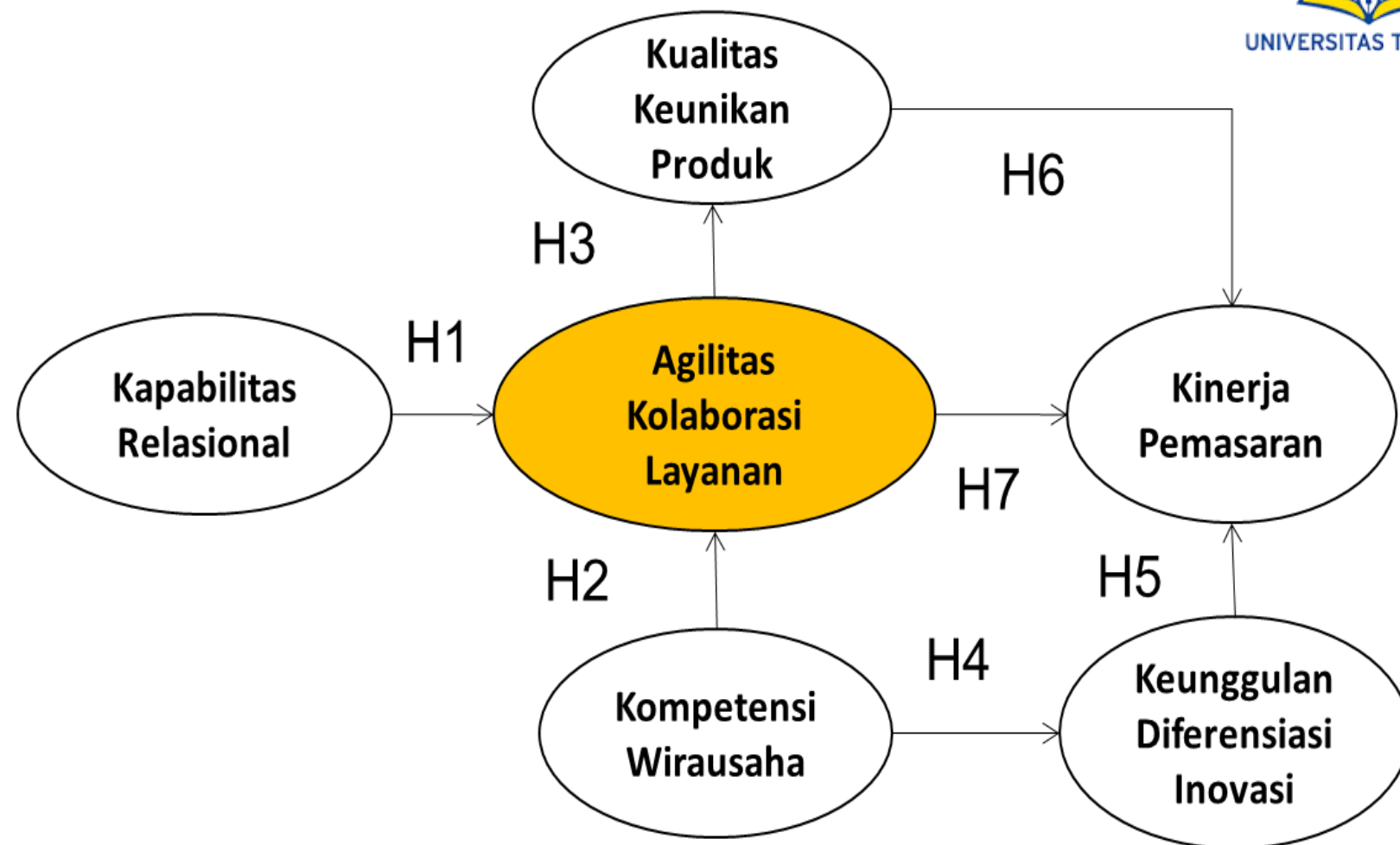


Antecedent

Intervening

Outcome

Model Empirik Penelitian

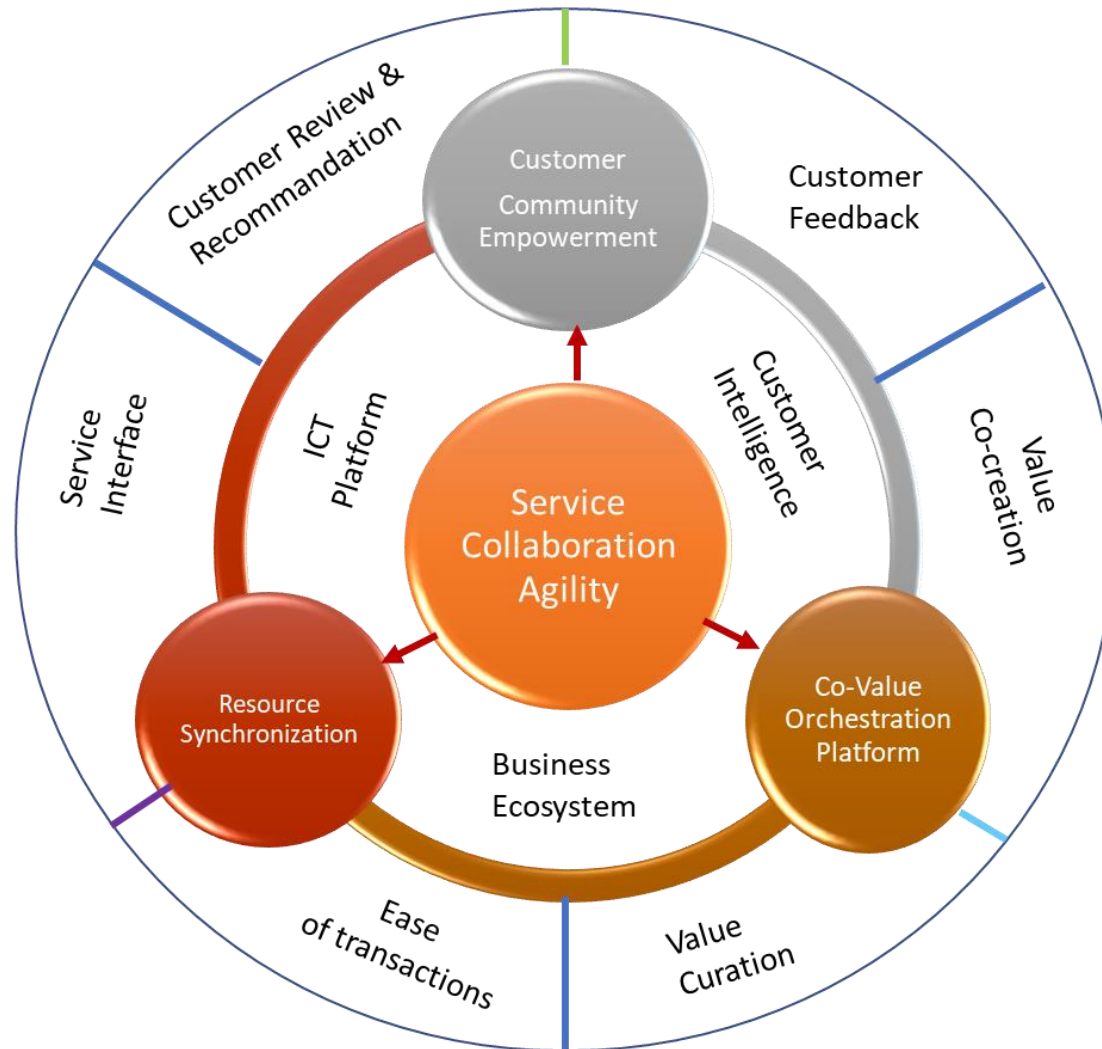


Kontribusi Orignalitas Penelitian

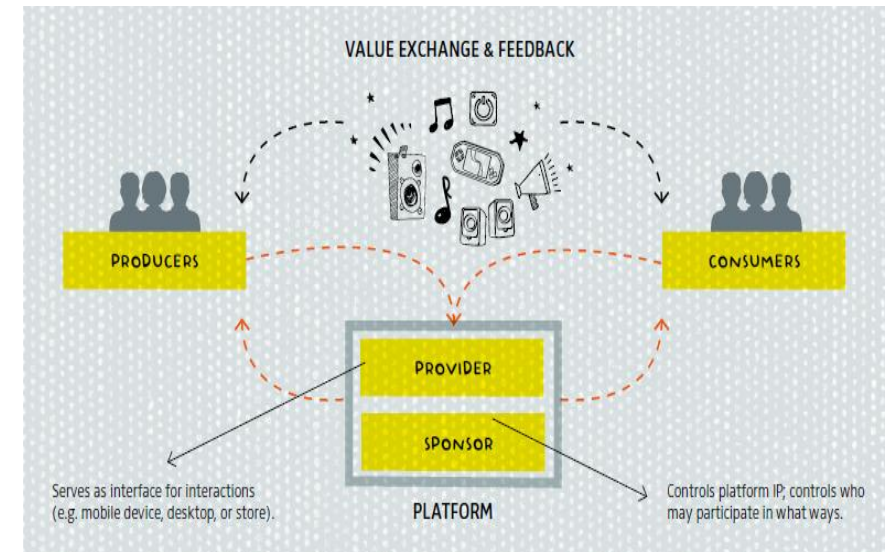
Model dan Ekosistem : *Service Collaboration Agility*



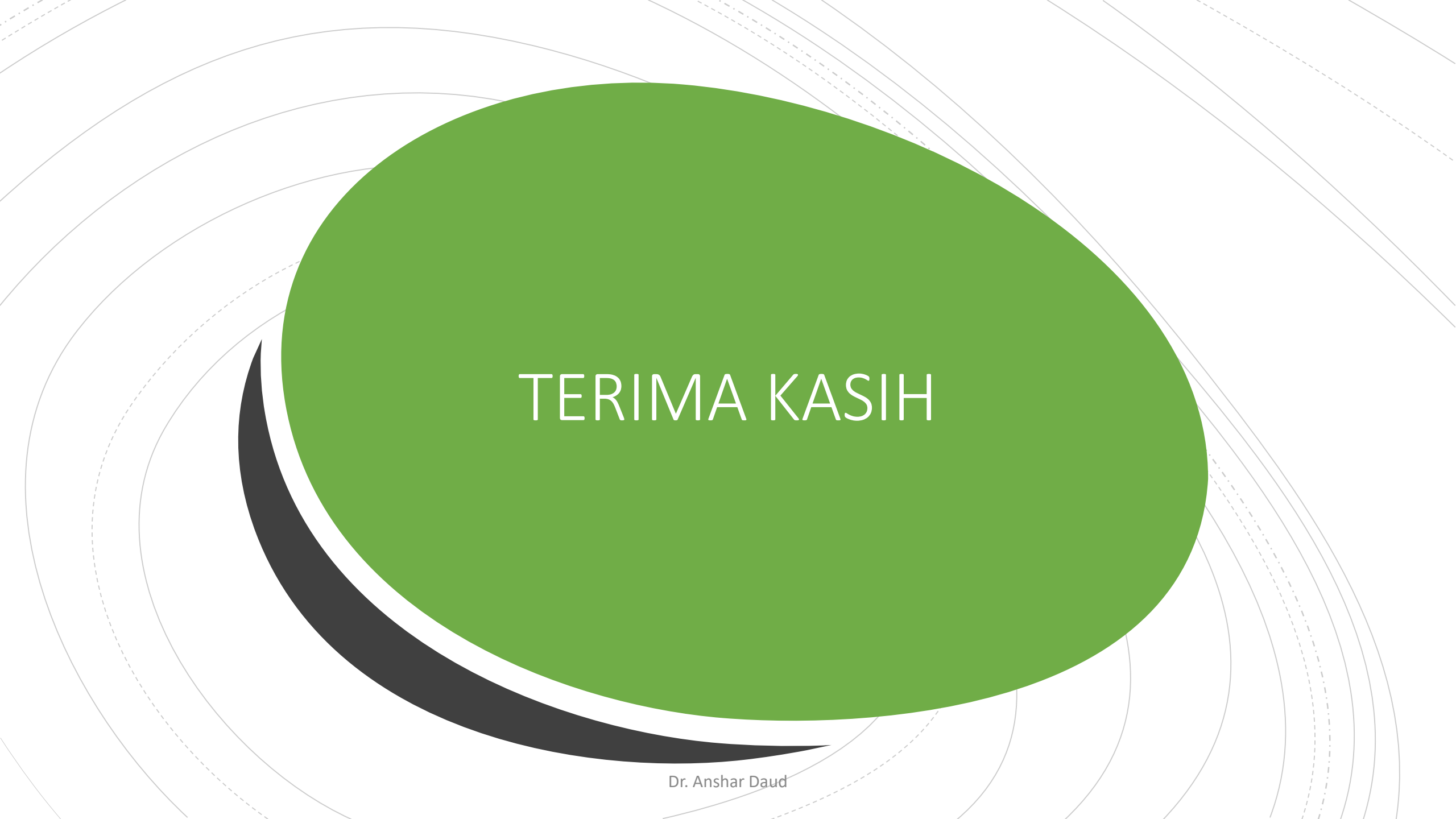
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A multi-sided platform (MSP)



Sumber : Alstynne and Parker (2016)

The background features a series of concentric circles in light gray, some solid and some dashed. A large, solid green oval is positioned in the center, containing the text 'TERIMA KASIH'. A thick, dark gray curved line sweeps across the bottom left of the green oval.

TERIMA KASIH

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