	UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" YOGYAKARTA **FACULTY OF SOCIAL SCIENCE AND POLITICAL SCIENCE** **BACHELOR PROGRAMME OF COMMUNICATION SCIENCE**	**DOCUMENT CODE** CUD/COMMUNICATION SCIENCE/S1/1530103/2023

COURSE UNIT DESCRIPTION (CUD)

COURSE UNIT (CU) & CODE: Communication Research Methods II 1530103	**COURSE UNIT CLUSTER (CUC):** Communication Science	**ECTS CREDITS ALLOCATED:** T = 4.8 P = -	**SEMESTER:** 6th
LANGUAGE OF INSTRUCTION: Bahasa Indonesia	**COURSE UNIT TYPE:** Compulsory courses	**DATE CREATED:** January 5th 2023	**Level of course unit (according to EQF):** Level 6 First Cycle Bachelor

AUTHORIZED	**LECTURER OF CUD CREATOR:** **Dr. Retno Hendariningrum**	**CUC COORDINATOR:** -	**COORDINATOR STUDY PROGRAM:**  ARIF WIBAWA

Learning Outcome (LO) CPL	**Program Learning Outcome in Course Unit (PLO-CU)**	
	A1	Demonstrate a spiritual, disciplined, creative, entrepreneurial, diligent, honest, excellent, and *bela negara* attitude in performing tasks within their area of expertise
	K1	Explain the paradigms, perspectives, traditions, and theories that support analytical skills in the field of communication

	K2	Explain the scope, nature, order, and methods of communication as the foundation for executing tasks in practical communication
	GS1	Create creative and ethical works to foster innovation in the field of Communication
	SS2	Analyse messages using communication concepts and theories to solve communication problems

Course Description

This course is designed to provide students with a comprehensive understanding of qualitative research communication in the field of public relations. Students will learn the theoretical foundations and practical applications of qualitative research methods, data collection techniques, data analysis, and communication of research findings. The course will also focus on ethical considerations in qualitative research and the integration of qualitative research into public relations practice.

Course Objectives

By the end of this course, students will be able to:

- Understand the theoretical foundations of qualitative research in public relations.
- Demonstrate knowledge of different qualitative research methods and techniques.
- Apply appropriate qualitative research methods to address research questions in public relations.
- Collect and analyze qualitative data effectively.
- Communicate research findings using various reporting formats.
- Understand and apply ethical considerations in qualitative research.
- Integrate qualitative research into public relations practice.

Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Identify and describe the theoretical foundations of qualitative research in public relations.
2. Compare and contrast different qualitative research methods and their applications in public relations.
3. Design and conduct qualitative research studies to address research questions in public relations.
4. Collect, analyze, and interpret qualitative data using appropriate techniques.
5. Communicate research findings effectively through written reports and presentations.
6. Evaluate the ethical considerations related to qualitative research in public relations.
7. Integrate qualitative research into public relations practice to inform decision-making and strategic planning.

Course Resources

Required Textbooks

1. Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). The SAGE Handbook of Qualitative Research (5th ed.). SAGE Publications, Inc.
2. Wilcox, D. L., & Cameron, G. T. (2018). Public Relations: Strategies and Tactics (11th ed.). Pearson.

Supplementary Readings

1. Creswell, J. W., & Poth, C. N. (2017). Qualitative Inquiry and Research Design: Choosing Among Five Approaches (4th ed.). SAGE Publications, Inc.
2. Krippendorff, K. (2018). Content Analysis: An Introduction to Its Methodology (4th ed.). SAGE Publications, Inc.
3. Miles, M. B., Huberman, A. M., & Saldana, J. (2018). Qualitative Data Analysis: A Methods Sourcebook (4th ed.). SAGE Publications, Inc.

Course Structure

The course will be delivered through a combination of lectures, class discussions, group activities, and assignments. Students are expected to actively participate in class discussions, complete assigned readings before each class, and engage in hands-on exercises to reinforce the learning objectives.

Assessment and Grading

- Class Participation: 10%
- Assignments: 40%
- Midterm Exam: 20%
- Final Exam: 30%

Course Schedule

Week	Topics	Readings	Assignments
1	Introduction to Qualitative Research Communication	- Wilcox & Cameron: Chapter 1	- Introduce yourself to the class
2	Theoretical Foundations of Qualitative Research	- Denzin & Lincoln: Introduction	- Reflection paper on research paradigms

Week	Topics	Readings	Assignments
3	Qualitative Research Methods	- Denzin & Lincoln: Chapter 2	- Research proposal
4	Data Collection Techniques	- Denzin & Lincoln: Chapter 7	- Interview guide design
5	Data Analysis: Coding and Categorization	- Miles et al.: Chapter 3	- Coding exercise
6	Data Analysis: Thematic Analysis	- Braun & Clarke (2006). Using thematic analysis	- Thematic analysis report
7	Ethical Considerations in Qualitative Research	- Denzin & Lincoln: Chapter 16	- Ethical case study analysis
8	Mid Semester Exam	All course material	Mid Semester Exam
9	Integration of Qualitative Research in PR Practice	- Wilcox & Cameron: Chapter 8	- Case study analysis

Week	Topics	Readings	Assignments
10	Midterm Exam	- Review materials from Weeks 1-9	- Midterm exam
11	Qualitative Research in Crisis Communication	- Supplementary Readings: Creswell & Poth (Chapter 4)	- Crisis communication research proposal
12	Qualitative Research in Media Relations	- Wilcox & Cameron: Chapter 14	- Media analysis
13	Qualitative Research in Stakeholder Analysis	- Supplementary Readings: Krippendorff (Chapter 1)	- Stakeholder analysis report
14	Qualitative Research in Reputation Management	- Wilcox & Cameron: Chapter 16	- Reputation management research proposal
15	Qualitative Research in Public Opinion Research	- Wilcox & Cameron: Chapter 18	- Public opinion research report

Week	Topics	Readings	Assignments
16	Final Exam	- Review materials from Weeks 11-15	- Final exam

Note: The schedule is subject to change. Any modifications will be announced in class.

Course Policies

Attendance

Regular attendance is expected in this course. If you are unable to attend a class, please inform the instructor in advance. Excessive absences may result in grade deductions.

Late Assignments

Late assignments will be accepted with a penalty of 10% per day, unless an extension is granted by the instructor in advance.

Academic Integrity

All work submitted by students must be their own original work. Plagiarism or any form of academic dishonesty will not be tolerated and may result in severe penalties, including a failing grade for the assignment or the course.

Accommodations for Students with Disabilities

If you require accommodations due to a disability, please contact the instructor as soon as possible to make necessary arrangements.

Statement of Respect and Inclusion

In this course, we value and respect the diversity of our students. We expect all participants to engage in discussions and activities with respect, openness, and inclusivity.