



Review Journal

Andriani Kusumawati



Perlunya Memahami Jurnal

- Tidak hanya buku, jurnal bisa menjadi referensi untuk sebuah karya ilmiah.
- **Review jurnal** merupakan sebuah strategi untuk bisa mempermudah memahami inti dari penelitian yang telah dilakukan. Setiap mahasiswa khususnya jurusan **administrasi bisnis** seharusnya memiliki sedikit kemampuan melakukannya.
- Terkadang seorang dosen memberi tugas mahasiswanya untuk melakukan hal ini dengan tujuan agar jurnal yang dibahas dapat dipahami sepenuhnya oleh mahasiswa.



Pencarian Jurnal Ilmiah

- Dewasa ini untuk mencari sebuah jurnal bisa dibilang mudah.
- Selain bisa didapat di perpustakaan, kita juga dapat men-*download*-nya di beberapa situs yang menyediakan fasilitas tersebut.
- Terkadang beberapa dari jurnal itu bisa diunduh secara cuma-cuma.
- Namun biasanya akan muncul masalah. Terlalu banyak mendownload jurnal malah sulit untuk mencari apa yang kita cari.
- Mencari dan men-*download* jurnal mudah, tapi membacanya yang susah.



Tips Memahami Jurnal Ilmiah

1. *Seleksi artikel berdasarkan judul.*

Lakukanlah seleksi manual dengan membaca judul jurnal yang akan di-*download*.

2. *Pilih artikel berdasarkan abstrak*

Abstrak, seperti namanya, adalah bentuk ringkas dari tulisan. Membaca abstrak bisa memberikan gambaran kepada kita apa yang dibahas pada jurnal tersebut. Jika setelah membaca abstrak tulisan tersebut bukanlah yang dicari, maka pisahkanlah jurnalnya dari daftar bacaan.

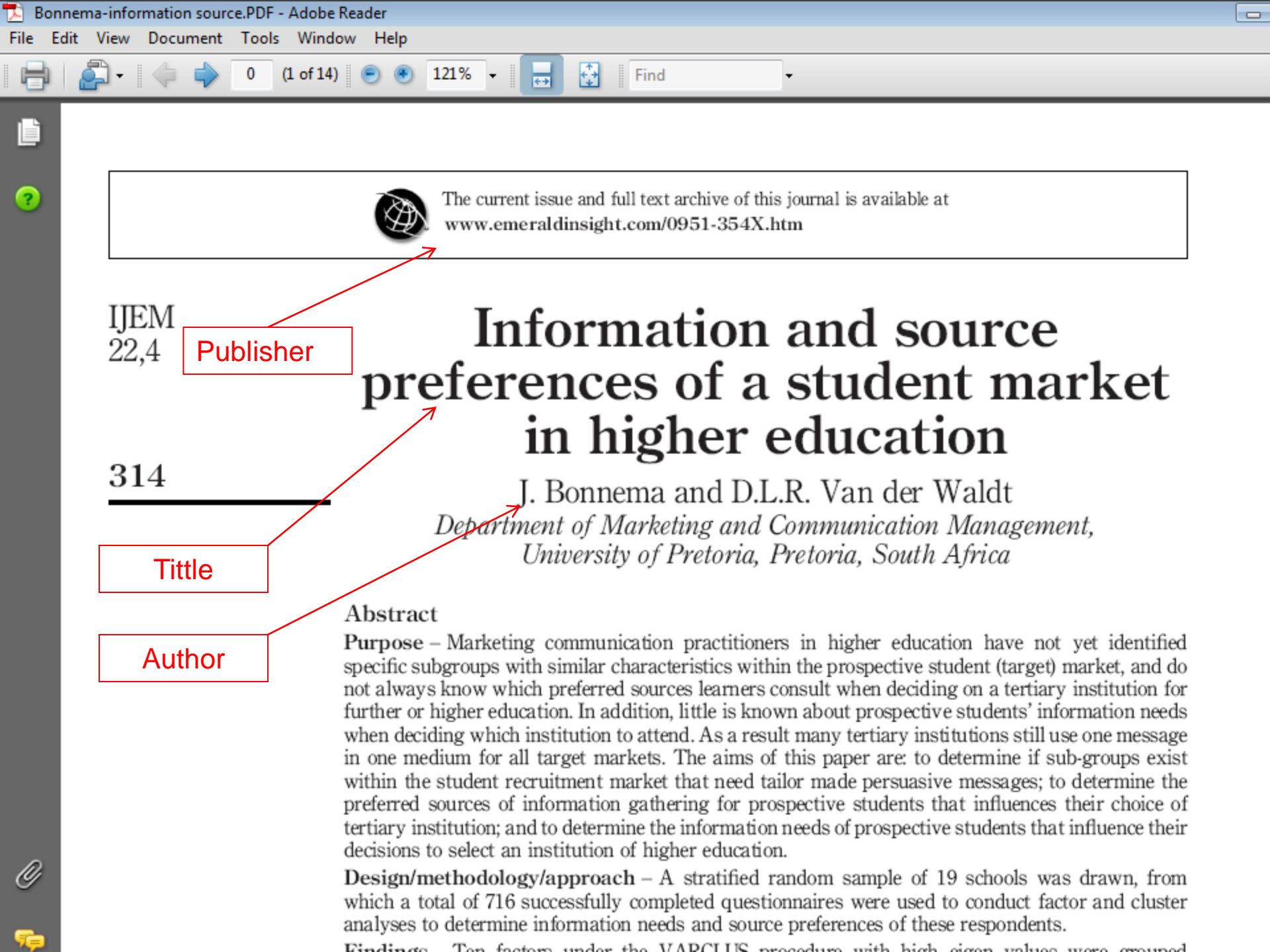


Tips Memahami Jurnal Ilmiah

3. *Jangan pernah percaya bahwa sebuah paper itu perfect.*
Nasehat yang sering diberikan: terhadap data yang disajikan, mungkin bisa saja 70% anda percaya, tetapi untuk bagian diskusinya, jangan lebih dari 50%.
4. *Baca sedikit demi sedikit*
Mulailah membaca jurnal sedikit demi sedikit.
Kemampuan/kecepatan membaca kita bisa ditingkatkan dengan teknis *skimming* dan *scanning*.
5. *Mereview Jurnal*
Setelah melakukan seleksi jurnal, langkah selanjutnya adalah mereviewnya.

Instrumen





The current issue and full text archive of this journal is available at
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IJEM
22,4

Publisher

Information and source preferences of a student market in higher education

314

Title

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Author

Abstract

Purpose – Marketing communication practitioners in higher education have not yet identified specific subgroups with similar characteristics within the prospective student (target) market, and do not always know which preferred sources learners consult when deciding on a tertiary institution for further or higher education. In addition, little is known about prospective students' information needs when deciding which institution to attend. As a result many tertiary institutions still use one message in one medium for all target markets. The aims of this paper are: to determine if sub-groups exist within the student recruitment market that need tailor made persuasive messages; to determine the preferred sources of information gathering for prospective students that influences their choice of tertiary institution; and to determine the information needs of prospective students that influence their decisions to select an institution of higher education.

Design/methodology/approach – A stratified random sample of 19 schools was drawn, from which a total of 716 successfully completed questionnaires were used to conduct factor and cluster analyses to determine information needs and source preferences of these respondents.

Findings – Ten factors under the VARCLUS procedure with high eigen values were grouped

Design/methodology/approach – A stratified random sample of 19 schools was drawn, from which a total of 716 successfully completed questionnaires were used to conduct factor and cluster analyses to determine information needs and source preferences of these respondents.

Findings – Ten factors under the VARCLUS procedure with high eigen values were grouped together with the following labels: university, college, employability aspects, course content, student experience, sporting aspects, financial aspects, direct sources, media sources and social sources. Five sub-groups clustered together with the K-means analysis, labelled: have lots, aspiring have lots, little direction and new lifers.

Research limitations/implications – A limited amount of literature is available on the current use of media and sources by the target market. Decisions on the choice of a tertiary institution for higher education are most probably influenced by socio-economic circumstances in a developing context, like South Africa.

Practical implications – An integrated and well co-ordinated media and message strategy for each of the various sub-groups should be specified for an IMC plan to be successful.

Originality/value – This is one of the few research articles on media and source preferences of potential students in the Cape Metropolitan. The cluster analysis revealed five clusters of sub-groups that have specific media and source needs to make the decision on furthering studies at tertiary level.

Keywords Students, Recruitment, Higher education, South Africa, Information media, Consumer behaviour

Paper type Research paper



International Journal of Educational
Management
Vol. 22 No. 4, 2008
pp. 314-327
© Emerald Group Publishing Limited
0951-354X
DOI 10.1108/09513540810875653

Volume

1. Introduction

Since 2002, the educational landscape in South Africa has been undergoing immense changes, which have impacted on the perceptions and consumer behaviour of prospective students. Public tertiary institutions were merged during the period 2000-2004 to form new institutions, while a National Qualifications Framework (NQF) was implemented to regulate the programmes that should be provided by tertiary

Abstract

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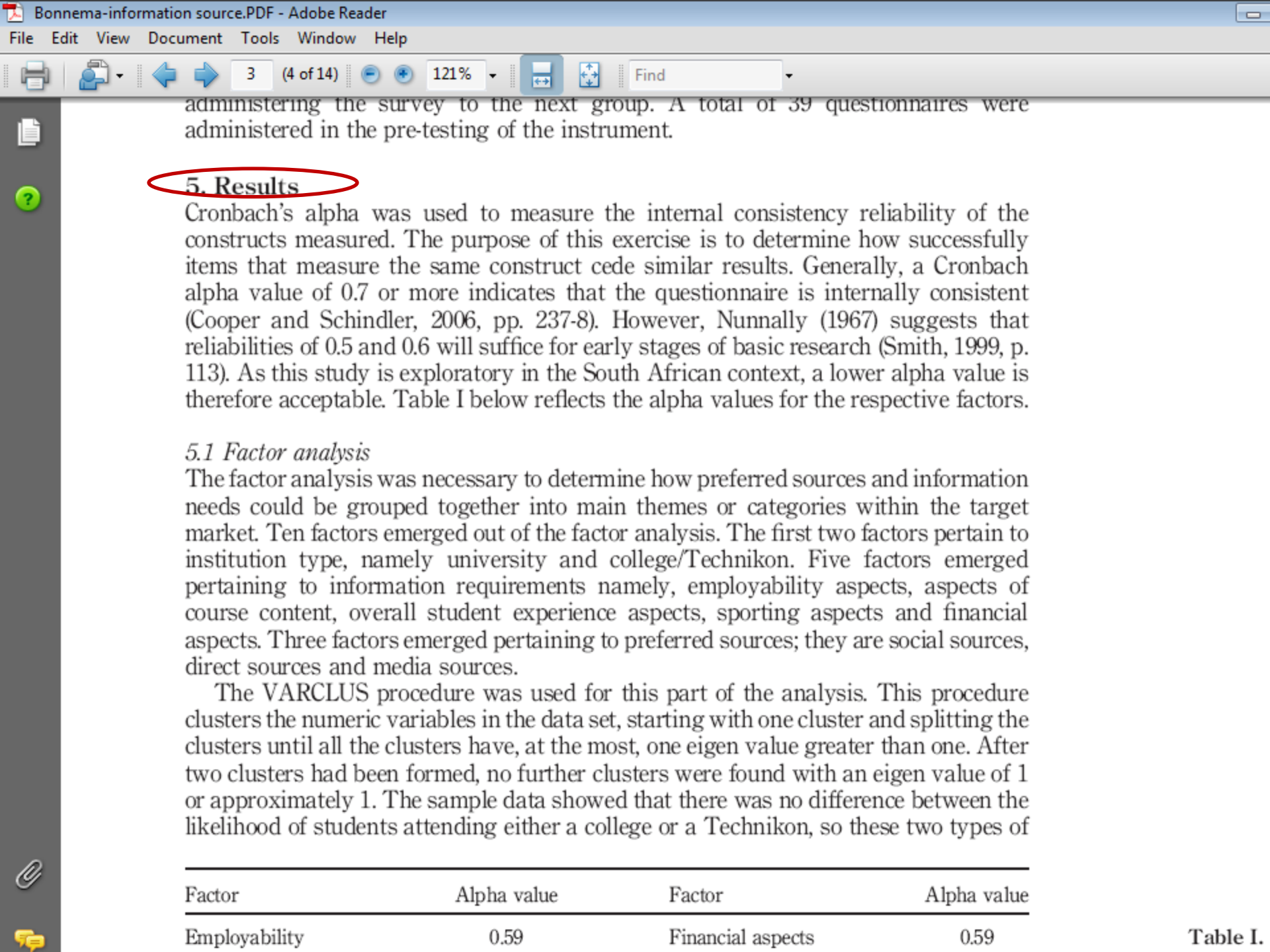
Originality/value – This is one of the few research articles on media and source preferences of potential students in the Cape Metropolitan. The cluster analysis revealed five clusters of sub-groups that have specific media and source needs to make the decision on furthering studies at tertiary level.

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Paper type Research paper

1. Introduction





administering the survey to the next group. A total of 39 questionnaires were administered in the pre-testing of the instrument.

5. Results

Cronbach's alpha was used to measure the internal consistency reliability of the constructs measured. The purpose of this exercise is to determine how successfully items that measure the same construct cede similar results. Generally, a Cronbach alpha value of 0.7 or more indicates that the questionnaire is internally consistent (Cooper and Schindler, 2006, pp. 237-8). However, Nunnally (1967) suggests that reliabilities of 0.5 and 0.6 will suffice for early stages of basic research (Smith, 1999, p. 113). As this study is exploratory in the South African context, a lower alpha value is therefore acceptable. Table I below reflects the alpha values for the respective factors.

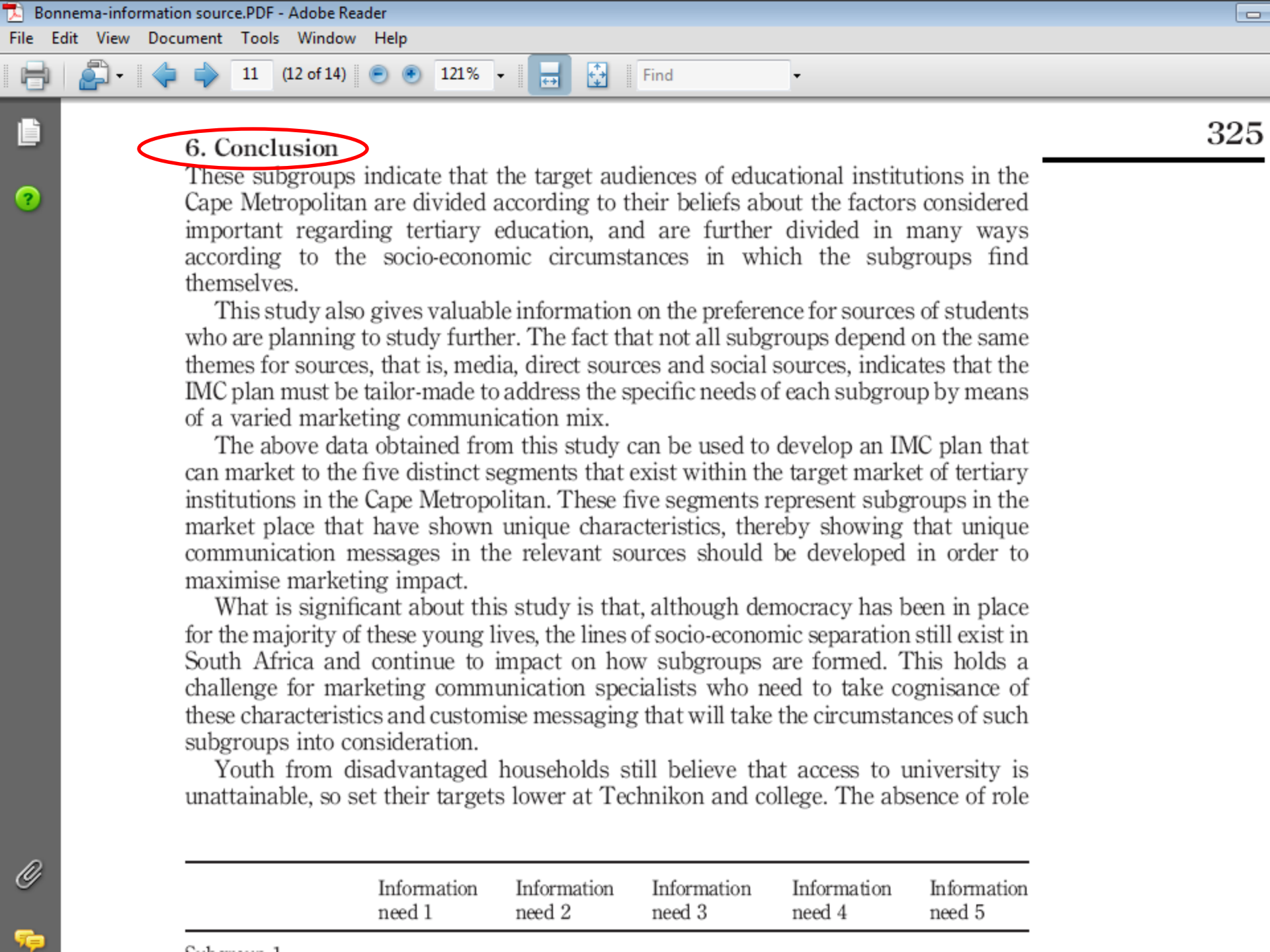
5.1 Factor analysis

The factor analysis was necessary to determine how preferred sources and information needs could be grouped together into main themes or categories within the target market. Ten factors emerged out of the factor analysis. The first two factors pertain to institution type, namely university and college/Technikon. Five factors emerged pertaining to information requirements namely, employability aspects, aspects of course content, overall student experience aspects, sporting aspects and financial aspects. Three factors emerged pertaining to preferred sources; they are social sources, direct sources and media sources.

The VARCLUS procedure was used for this part of the analysis. This procedure clusters the numeric variables in the data set, starting with one cluster and splitting the clusters until all the clusters have, at the most, one eigen value greater than one. After two clusters had been formed, no further clusters were found with an eigen value of 1 or approximately 1. The sample data showed that there was no difference between the likelihood of students attending either a college or a Technikon, so these two types of

Factor	Alpha value	Factor	Alpha value
Employability	0.59	Financial aspects	0.59

Table I.



6. Conclusion

These subgroups indicate that the target audiences of educational institutions in the Cape Metropolitan are divided according to their beliefs about the factors considered important regarding tertiary education, and are further divided in many ways according to the socio-economic circumstances in which the subgroups find themselves.

This study also gives valuable information on the preference for sources of students who are planning to study further. The fact that not all subgroups depend on the same themes for sources, that is, media, direct sources and social sources, indicates that the IMC plan must be tailor-made to address the specific needs of each subgroup by means of a varied marketing communication mix.

The above data obtained from this study can be used to develop an IMC plan that can market to the five distinct segments that exist within the target market of tertiary institutions in the Cape Metropolitan. These five segments represent subgroups in the market place that have shown unique characteristics, thereby showing that unique communication messages in the relevant sources should be developed in order to maximise marketing impact.

What is significant about this study is that, although democracy has been in place for the majority of these young lives, the lines of socio-economic separation still exist in South Africa and continue to impact on how subgroups are formed. This holds a challenge for marketing communication specialists who need to take cognisance of these characteristics and customise messaging that will take the circumstances of such subgroups into consideration.

Youth from disadvantaged households still believe that access to university is unattainable, so set their targets lower at Technikon and college. The absence of role

Information need 1	Information need 2	Information need 3	Information need 4	Information need 5
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Beberapa Pokok Bahasan Dalam Jurnal Yang Perlu Direview

1. Latar Belakang Teori

Mengungkapkan beberapa landasan teori yang digunakan oleh peneliti sebagai acuan dalam penelitiannya.

2. Tujuan Penelitian

Tujuan apa yang ingin dicapai oleh peneliti dalam penelitiannya

3. Metode Penelitian

Mengungkapkan mengenai metode apa yang digunakan, subjek penelitian, teknik pengumpulan data, alat pengumpul data, dan analisis data yang digunakan.




Beberapa Pokok Bahasan Dalam Jurnal Yang Perlu Direview

4. Hasil dan Pembahasan

Dalam pokok bahasan ini mengambil hasil dari penelitian yang telah dilakukan dengan memberikan deskripsi secara singkat, jelas, dan padat.

5. Rekomendasi


Bagian ini memberikan saran dan masukan untuk penelitian selanjutnya secara singkat, jelas, dan padat



Hal-hal yang perlu diperhatikan saat melakukan review jurnal / artikel / karya ilmiah

A. Bacalah bagian introduction, dan coba cari informasi berikut:


1. Objective dari riset yang dilakukan
2. Mengapa author memilih problem itu ? Sisi manakah yang menarik dan signifikan ?
3. Dimana letak originality penelitian tsb. ? Apakah penelitian itu mengemukakan satu pendekatan baru terhadap masalah yang sudah ada, atautkah memakai metode yang sudah ada untuk memecahkan satu aplikasi baru yang menarik, atautkah baik pendekatan maupun aplikasinya semua baru ?
4. Masalah apakah yang ingin dijawab oleh author ? (problem formulation)



Hal-hal yang perlu diperhatikan saat melakukan review jurnal / artikel / karya ilmiah

B. Bacalah bagian diskusi, dan coba cari informasi berikut:


1. Solusi apakah yang dipakai oleh author untuk menjawab pertanyaan riset di atas ?
2. Bagaimana author mendesain eksperimen untuk menguji sistem yang dibuat ?
3. Apakah eksperimen itu berhasil ?
4. Apakah ada contoh eksperimen yang tidak berhasil ? (mestinya selalu ada, karena tidak ada penelitian yang sempurna). Bagaimana author membahas penyebabnya ? Ataukah penyebab itu tidak dibahas sama sekali ?



Hal-hal yang perlu diperhatikan saat melakukan review jurnal / artikel / karya ilmiah

C. Bacalah bagian conclusion dan coba cari informasi berikut

1. Apakah kesimpulan itu menjawab semua pertanyaan yang diajukan pada bagian introduction ?
2. Dimanakah letak kontribusi terbesar dari penelitian itu ?
3. Apakah ada masalah penelitian yang masih belum diselesaikan ?



Hal-hal yang perlu diperhatikan saat melakukan review jurnal / artikel / karya ilmiah

- D. Apakah anda memiliki **ide lain** untuk memecahkan masalah yang sama ?
- E. Dimanakah **kelemahan** dari paper yang anda baca ?
(isi, penyajian, dsb)
- F. **Bacalah bagian referensi** dan coba cari informasi berikut
 1. apakah referensi yang dipakai uptodate (tahun-tahun terakhir)?
Ataukah paper yang dijadikan referensi sudah terlalu lama ?
 2. Sekiranya anda tertarik untuk mengerjakan riset pada tema yang berdekatan, catatlah paper atau buku penting yang tercantum pada bagian referensi paper tsb.

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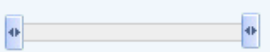
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▶ 11303 Hasil untuk...

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- Jurnal Ilmiah (Peer Review)

1950 Tanggal Terbitan 2011



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- Jurnal Akademis
- Majalah
- Koran
- Buku/Monograf

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By: Purkey, Sarah G.; Johnson, Gregory C.. *Journal of Climate*, Dec2010, Vol. 23 Issue 23, p6336-6351, 16p; DOI: 10.1175/2010JCLI3682.1

Abyssal global and deep Southern Ocean temperature trends are quantified between the 1990s and 2000s to assess the role of recent warming of these regions in global heat and sea level budgets. Th...

Subjek: OCEAN temperature; WATER masses; SUBANTARCTIC region; GLOBAL warming; ARCTIC Ocean; INDIAN Ocean; PACIFIC Ocean; HEAT flux

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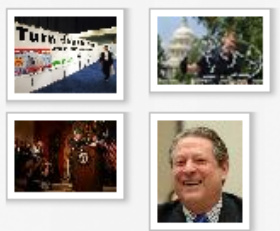
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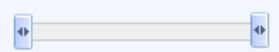
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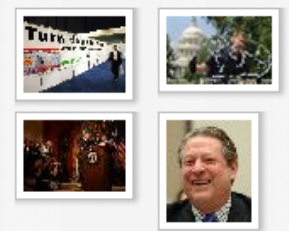
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The problem of separating variations due to natural and anthropogenic forcing from those due to unforced

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<< Daftar Hasil | Pertajam Pencarian 32 dari 11303 >>

THE DANGER OF COSMIC GENIUS.

Penulis: Brower, Kenneth

Sumber: Atlantic Monthly (10727825); Dec2010, Vol. 306 Issue 5, p48-62, 10p, 3 Color Photographs

Jenis Dokumen: Article

Istilah Subjek: *SCIENTISTS -- Attitudes
*GLOBAL warming
*RESEARCH
*GLOBAL warming -- Environmental aspects

Ulasan & Produk: CHARLIE Rose (TV program)

Orang: DYSON, Freeman

Abstrak: The article focuses on the perspectives of scientist Freeman Dyson on the earth's environment and climate change. The author discusses an interview with Dyson on the "Charlie Rose" television show in which Dyson denied the dangers of **global warming** and the negative influence of human life on the climate. He dismisses the notion that old age is a cause of Dyson's poor interpretation of facts and suggests that Dyson relies too much on the power of humans and science.

Cacah Kata Teks 7578

Lengkap:

Detail Rekam

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Cari Hasil Serupa
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Alat

Tambahkan ke map

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Ekspor

Buat Catatan

Tautan pemanen

Tandai

Dengar

Terjemahkan

Dari kolom tersebut, Anda dapat mengakses semua versi yang tersedia untuk item yang tengah ditampilkan. Versi yang tersedia meliputi **HTML** atau **Teks Lengkap PDF**. Anda juga dapat menjalankan Pencarian SmartText untuk mendapatkan hasil pencarian serupa.



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global warming

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Pencarian Dasar Pencarian Lanjutan Pencarian Visual Riwayat Pencarian

Daftar Hasil | Pertajam Pencarian 32 dari 11303

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Cacah Kata Teks 7578

Detail Rekam

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Alat

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Simpan

Kutip

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Buat Catatan

Tautan permanen

Tandai

Dengar

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 - Konten** table:

CONTRARINESS	
HE DOESN'T REALLY MEAN IT	
EDUCATED FOOL	
OLD AGE	
COLLISION OF FAITHS	
MORE ONLINE	
 - Audio Player:** "Dengar" button, "Akses Amerika" dropdown, "Kecepatan Baca Sedang" dropdown, "Unduh MP3", and "Bantuan" (highlighted with a red box).
 - Main Text:**

IN THE RANGE OF HIS GENIUS, Freeman Dyson is heir to Einstein -- a visionary who has reshaped thinking in fields from math to astrophysics to medicine, and who has conceived nuclear-propelled spaceships designed to transport human colonists to distant planets. And yet on the matter of **global warming** he is, as an outspoken skeptic, dead wrong: wrong on the facts, wrong on the science. How could someone as smart as Dyson be so dumb about the environment? The answer lies in his almost religious faith in the power of man and science to bring nature to heel.

ONE STARRY NIGHT 35 years ago, I drove the physicist Freeman Dyson through the British Columbia rain forest toward a reunion with his estranged son, George. The son, then 22, was a long-haired, sun-darkened, barefoot dropout with an uncanny resemblance to Thoreau. He had emigrated to Canada during the Vietnam War, and he lived 95 feet up a Douglas fir outside Vancouver. His passion was the aboriginal North American skin boat. In a workshop near his tree house, he had resurrected the baidarka, the kayak of the Aleutian Islands -- a watertight second skin, lightweight and nimble, in which the Aleut hunter originally, and young George himself eventually, became a kind of sea centaur, half man and half canoe. The father, Freeman, was then and continues to be a professor of physics at the Institute for Advanced Study in Princeton, New Jersey, employed there, as Einstein was before him, to think about whatever he finds interesting.
- Right Sidebar (Alat):** "Tambahkan ke map", "Cetak", "Email", "Simpan", "Kutip", "Ekspor", "Buat Catatan", "Tautan pemanen", "Tandai".

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THE DANGER OF COSMIC GENIUS.

1 / 11 93.6% Sign

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Teks Lengkap PDF

Sumber: Atlantic Monthly (10727825)
 Tanggal: December 1, 2010

Di dalam karya ini

▼ Konten Teks Lengkap

1 - 10 | 11 - 20 | 21 - 25

Paging Dr. Luddite.	38
Infinite Jesters.	44
THE DANGER OF COSMIC...	48
FOX.	57
DIRTY COAL, CLEAN FU...	64
WAVE.	72
WHAT'S EATING GERMANY.	74
The Drone Wars.	80
"God Help You. You'r...	82
YOUR CHILD LEFT BEHIND.	94

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