

Increasing Understanding of Research and Community Service Methods Through Webinars

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ABSTRACT

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Background: Insight and activeness to carry out research are things that must be owned by many people, organizations, as well as agencies and institutions, if they want conditions changes to occur in the environment that they want. Research helps to produce better changes with various methods or approaches. The college as the birthplace of reliable researches must be able the entire academic community in it to have insight into research methodology in order to increase community service.

Contribution: This research was conducted to explain the implementation of webinar in order to increase the understanding and mastery of the academic community from lectures, students, and the public in general regarding research methodology.

Method: The methodology used is qualitative descriptive.

Results: The results showed that the holding of the webinar activity "Research Methodology and Scientific Writing" by the Faculty of Communication Sciences, Esa Unggul University, Jakarta had an impact on increasing the participants' insight and understanding regarding research methodology for students and other general participants. In addition, this activity also helps to encourage an increase in the interest of the academic community both from the Faculty of Communication Sciences and not to do community service with a variety of research method approaches needed by field conditions and integration in accordance with communication science.

Conclusion: "Research Methodology and Scientific Writing" by the Faculty of Sciences Communication, Esa Unggu University, had a positive impact for researcher.

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INTRODUCTION

Change is one of the things that many people seek in life. Changes for the better in all aspects of life, especially changes regarding social, economic, educational conditions and the like, are the main goal and underlying motivation for almost everything that everyone does. That's why change is vital and must continue to be pursued. Changes do not suddenly occur without any improvements or evaluations and efforts made. Some changes even occur because previously there have been many great sacrifices, time investments, and extraordinary energy to be issued and make changes happen [1].

Reporting from the Official Page of LPM Reasoning UNM [2], it is known that if a change occurs it can be known through a method which contains a process of description and evaluation of the things that are done, or what is called research. In addition, quoted from the website of the Institute for Dirosat Islamiyah Al-Amien Prenduan Sumenep, it is said that in gradual and continuous changes for the better from the aspect of Education, this is something that can be achieved with in-depth research on several important components in Education. Alone. Such as learning methods, problems faced by students, teacher competencies and various other fields, which can be identified and realized through research activities. Thus, one of the urgencies of the presence of research in life is to create improvement activities, improvements and changes from conditions before to conditions after which are better [3].

According to Sugiyono [4], through data generated from a study, a person, organization or agency and institution can understand a problem, know the steps to solve and anticipate problems, and develop problems so that they do not happen again and things can work. as desired. So, from that, insight and activeness to carry out research activities are things that must be owned by many people, organizations, as well as agencies and institutions if they want conditions and changes to occur in the environment they want. This is in line with Aris and Rizky's opinion in [5] which says that in essence research is a process of finding answers to a question that a researcher wants to know. The answers to these questions are obtained through several steps, namely through gathering information, processing, and analyzing information using certain methods.

Methods in research have a variety of numbers and are accompanied by the characteristics, structure, terms, and conditions of use of each. Generally, research methods are divided into qualitative, quantitative, research and development, case studies, and several other methods. This diversity of methods, their characteristics and uses shows that studying research methods means being ready to learn many things. If a researcher chooses a research method that is not in accordance with the type of problem and its characteristics, then the resulting research data will be considered not credible. Referring to the sciencekumkum.uma.ac.id page, it can be understood that choosing the right type of research or research method is a vital and main step in the research process to be carried out. Accuracy in selecting research types and methods is one of the key factors in research success and the validity of research data. Therefore, it is important for a researcher to determine the projections of his research and carefully consider the methods and types of research that will be used later [6]. Drawing a common thread in all the explanations above, it is known that research is something that can give birth to better changes in life. The position of research is very important for evaluating a problem and developing conditions as expected. Esa Unggul University, Jakarta consists of several Faculties in which there are also various study programs. One of the familiar faculties is the Faculty of Communication Sciences.

Reporting from the official website of Esa Unggul University, the Faculty of Communication Sciences has many facilities available to assist students in lecture activities and hone their skills

in the field of broadcasting. So far, students within the scope of this Faculty have had a variety of activities and awards that are quite prestigious, ranging from the national to the international level. In addition, as its name implies, the Faculty of Communication Sciences, Esa Unggul University, Jakarta is always expanding relations with campuses or universities on the international stage. One of them is several universities in Malaysia, namely Putra Malaysia University [7]. The two campuses agreed to strengthen knowledge in the field of communication competence as well as research and service by communication sciences.

About the safari activities and establishing relationships above, the entire academic community from the Faculty of Communication Sciences, Esa Unggul University Jakarta is fully aware that insight into research methods is something that is urgent and must be owned by everyone, including academics, and communication students themselves. So far, students who are under the auspices of the Faculty of Communication Sciences have always been active in practical activities that only focus on broadcasting skills or abilities. Meanwhile, in the field of scientific research and community service, they sometimes feel awkward and difficult. This is proven by the lack of optimization of students in combining communication science with service and research during PPL, KKN activities, and during final assignments or theses. Therefore, in order to assist in increasing insight into research methodology and in commemoration of National Education Day, Community Service activities were held by the Academic Community of the Faculty of Communication Sciences in the form of a Webinar "Research Methodology and Scientific Writing".

The "Research Methodology and Scientific Writing Webinar" activity is a form of community service by the academic community of the Faculty of Communication Sciences, Esa Unggul University Jakarta as well as to help students and all academics and prospective researchers to enrich their insights on the variety of research, forms, and their respective characteristics. Referring to several previous studies, holding webinars as a step to increase understanding or insight is indeed considered effective. One of them was in the activities of increasing the competence of Widyaiswara during the Covid-19 pandemic [8], then the learning process during the Covid-19 pandemic [9], learning media for Nursing Students [10] and many more. Thus, based on all the explanations above, the purpose of this article is to examine and explain the positive impacts or benefits of a webinar activity held by the Faculty of Communication Sciences, Esa Unggul University Jakarta entitled "Research Methodology and Scientific Writing Webinar". This research will be presented in the form of a qualitative approach, with a descriptive qualitative method

METHOD

In accordance with the statements contained in the previous discussion points, this research will be conducted using a qualitative research approach and the type of method used is descriptive. The data collection methods used are interviews, observation, and documentation. Interview activities were conducted with several webinar participants, starting from students, the community, and academics from other faculties, outside the Faculty of Communication Sciences, Esa Unggul University Jakarta. Meanwhile, data collection through observation and documentation was carried out in a more in-depth and structured manner since the preparation, implementation and evaluation after the webinar activities were carried out. This is to get accurate and descriptive information.



Figure 1. Steps for Research Methodology Webinar.

RESULTS AND DISCUSSION

Quoting an article published in suarajurnalnews.com, it was stated that the background for holding the "Webinar on Research Methodology and Scientific Writing" was not only to share knowledge with many people. More than that, this activity seeks to encourage and improve the academic reputation of the academic community at the Faculty of Communication Sciences, Esa Unggul University, Jakarta regarding its role in the development of communication science in the context of research and community service. As is known in the previous explanation, not a few of the students of the Faculty of Communication Sciences have extraordinary provisions regarding their abilities in the field of communication and broadcasting, it is just that sometimes they experience difficulties when they must correlate them with research and community service activities such as PPL, KKN, or other assignments.

For this reason, based on the above, initial interviews were conducted with several internal participants in the "Research Methodology and Scientific Writing Webinar" who were students of the Faculty of Communication Sciences, Esa Unggul University, Jakarta and obtained information if they (students) felt the need additional insight and knowledge about the steps in conducting research. With this "Research Methodology and Scientific Writing Webinar", they hope to gain insight into methodology, its selection, and its application in the field of communication science. This was contained in the interviews conducted with NR and PA, the two students as well as participants in the webinar activity which was held online on March 11, 2023, via Zoom with a duration of approximately one hundred and twenty minutes or two hours.

"As students, we admit that learning the method is not easy, it even tends to get dizzy and overwhelming when considering our final project, we definitely don't want to learn about it. Hopefully after the seminar we will get an in-depth explanation and not be rigid if we must practice it later in the field."

In addition, with this webinar activity, it is also hoped that it can effectively help prospective researchers and students in general at the Faculty of Communication Sciences to have maximum competence in conducting research through the materials presented in the "Webinar "Research Methodology and Scientific Writing". Below will be explained in detail about the sequence of activities carried out before, during, and after the "Webinar on Research Methodology and Scientific Writing" [11].

1. Webinar Pre-paration

At this stage, based on the observation activities carried out, information was obtained that the academic community from the Faculty of Communication Sciences, Esa Unggul University had started making some preparations long before the webinar activities were carried out. The preparation starts from holding an initial meeting regarding activity planning, implementation time, committee recruitment, then the concept of recruiting participants, and checking the completeness of the facilities that will be needed, to confirmation regarding the terms of reference to all presenters who will be and are asked to fill in the activity "Webinar Research Methodology and Scientific Writing". Based on the data obtained, it is known that this activity was carried out on March 11, 2023, online using Zoom media.

Several students with a large number, namely around 40 students, are known to have participated in this event online while studying on campus. Referring to all observation or

observation activities carried out at this preparatory stage, it can be described that all important preparatory activities carried out by the webinar activity committee are more focused on realizing webinar activities by presenting performance as well as the best infrastructure to all existing participants, even though the activities are carried out online. Below is one of the infrastructures in the form of a poster as the main source of information from the webinar activity "Research Methodology and Scientific Writing" by the committee and the entire academic community of the Faculty of Communication Sciences, Esa Unggul University, Jakarta.



Figure 2. Flyer of Webinar

2. Implementation of Webinars

After the planning stages of the activities above, it comes to the next step, namely the implementation of activities. This webinar will be held on March 11, 2023, from 09.00 WIB to 12.00 WIB. Before the material session took place there were several activities such as opening with greetings to all participants, filling in activity absences, reading curriculum vitae from presenters who would fill in the "Research Methodology and Scientific Writing Webinar". For further information, it is known that this activity went smoothly, the presenters conveyed a series of knowledge starting from writing research papers, qualitative research using a case study approach, then applying statistics in quantitative research. The speakers on duty included Dr. Syarfun, M.Pd, and Dr. Ahmad Rustam, M.Pd.

In the material for writing research papers, it is explained about research in general, then it is equipped with forms of research, components and structures contained in research reports, both in the form of articles and other scientific works such as theses and theses. The next material is qualitative research with a case study approach, which includes all explanations regarding the meaning of qualitative research methodology, the characteristics and types of approaches included in it, including the types of methods to be carried out. Lastly is the application of statistics in quantitative research. This topic specifically explains that if you study methodology, you will produce works that are tangible like numbers and not abstract.

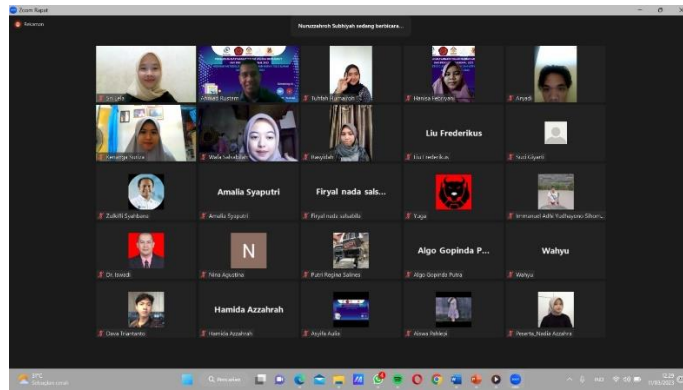


Figure 3. Webinar Activity



Figure 4. Webinar Activity

Referring to the explanation of the material discussed or conveyed by the speaker above, if it is correlated with the conditions of the students of the Faculty of Communication Sciences, Esa Unggul University Jakarta in particular, it is certain that the conclusion will be obtained that the material is quite crucial and is indeed completely important for students to digest. Materials for writing research papers, ranging from case studies to statistics, can help students to be more aware of the phenomena of communication around them, which, if considered in detail, become increasingly complex over time [12]. Communication patterns in the current generation will be different from previous generations [13] and these changes can be studied specifically and packaged as interesting cases. Some of the other materials above are also definitely related to the provision of students to do PPL, community service and journal writing as a final assignment that they will do.

In order to complete the explanation above, the researcher conducted interviews with the webinar participants with the initials, NR, PA, AD, AA, and AI. The five students shared materials that provided insight or in-depth understanding of the use of research methodology in the context of communication science. The following is the distribution of the material:

Table 1. Insight of Webinar

Name	Theory	Scientific Integration	Knowledge Scale
NR	Case study	Per-Regional Community Communication (KKN, PPL, Thesis and Articles) [14].	50% to 70%
PA	Writing Paper	Community verbal and non-verbal communication, when expressing an emotion [15].	10% to 65%
AD	Research forms	Quantitative to test speaking skills, qualitative to understand the meaning of the communication messages that are interwoven [16].	50% to 80%
AA	Statistics	The scientific method for testing a theory [17].	20% to 75%
AI	Case study	Differences in communication patterns, accents, and public speaking can be observed qualitatively [18].	50% to 80%

3. Webinar Effects

After the two important stages above were carried out to the fullest, the next step was observation and interviews which were conducted to see the impact of holding the "Research Methodology and Scientific Writing Webinar". Referring to the results of interviews that were conducted with several webinar participants, which consisted of two students from the Faculty of Communication Sciences, and three general participants or from outside the Faculty of Communication Sciences, as well as two academics or lecturers from other faculties, as well as in-depth observations that had been made, it was obtained information that this activity had a good impact on improving and increasing the knowledge of the participants regarding research methodology. Webinar will be conducted to conflict management in urban and scientific area [14].

In addition, some of the existing informants said that this activity motivated them to become reliable researchers in the future and to hold various community service activities in the field. This statement is in line with the statement made by Batubara, that an understanding of research methodology will make one discover diverse paradigms and help to improve the quality of research conducted either as a service or other achievements that have been produced [15]. In line with that, as a follow-up to this activity, all Faculty of Communication Science students who join as participants will be asked to compile a research framework based on interesting topics they want to study, as well as equipped with research methods that are appropriate to their respective topics. Final semester students are required to start preparing the final assignment according to the material that has been described and delivered by the presenter. So that in this

way, the activity can significantly increase participants' understanding of the steps for choosing a research methodology and are willing to be active in conducting research [16-20].

CONCLUSION

Based on all the explanations presented above, it can be drawn a common thread that webinar activities do have great potential to increase one's knowledge and insights. This is also evident in the "Research Methodology and Scientific Writing Webinar" activity which has been carried out by the academic community of the Faculty of Communication Sciences, Esa Unggul University Jakarta, where the impact of this activity is that students have a great interest and are more active in integrating their knowledge, namely communication. with the surrounding conditions through research activities and community service. In accordance with the explanation above, the "Research Methodology and Scientific Writing Webinar" also helps to improve academic image and maintain scientific relations between campuses as carried out by Esa Unggul University, Jakarta.

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