

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter covered research design, data and data source, data collection, credibility and dependability, data analysis and interpretation.

#### **A. Research Design**

In this research, the researcher conducted some stages in finishing the research. Research design was used to answer how to analyze the data which was related with the questions of study, which data were relevant, and what data to collect. Research design itself means a detailed outline of how an investigation would take place. A research design would typically include how data were to be employed, how the instrument would be used and the intended means for analyzing data collected.

Therefore, based on the data were collected, this study was categorized as qualitative research because the data were in the form of written text. Qualitative was an approach used by the researcher to analyze the data. Then, the research design was by using discourse analysis. It was because the data were in the form of slogan text/words of advertisements on television. As Ary (2010: 475) said that “discourse analysis itself studies linguistic units to examine the relationship between words and their meanings.” Another source stated that discourse analysis was a broad term for the study of the ways in

which language is used in texts and contexts. Also called *discourse studies*. That's why this research used discourse analysis design.

Began and Biklen (1982) in the book of Berg, Bruce L entitled *Qualitative Research Methods for The Social Sciences* stated that qualitative research had the following five features: (1) the natural setting is the data source and the researcher is the key data collection instrument; (2) it attempts primarily to describe and only secondarily to analyze; (3) the concern is with process; that is, with what has transpired, as much as with product or outcome; (4) its data are analyzed inductively, as in putting together the parts of a puzzle; and (5) it is essentially concerned with what things mean, that is the *why* as well as the *what*.

In qualitative research, the researcher had important role in collecting the data. The researcher was as the collector of data. Here, the researcher was as the instrument in collecting and analyzing data.

As Nasution (1988) stated that:

"In qualitative research, there is no other choice than to make human as the main research instruments. The reason was that, everything did not have a definite shape. Issue, the focus of research, the research procedure, hypothesis was used, even the expected results, it all could not be determined exactly and clearly before. Everything is still to be developed throughout the study. In circumstances that are not clear and certain, there is no other choice and only itself as the only tool to achieve it".

After that, the researcher had to observe the slogan of some selected advertisements on television by understanding and analyzing the sentence or phrase of the slogan. The objective of this research was to find out the "staging" of some selected advertisements on television. Therefore, the

research design used discourse analysis. Qualitative approach was used in this research. The main objective was understood the slogan deeply to make a form of theory. Therefore, discourse analysis was one way to engage more deeply about the meanings of words or texts.

## **B. Data and Data Source**

Information that had been translated into a form that was more convenient to move or process is called as data. Lodico (2006:66) said that “data are any type of information collected for use in educational research or assessment.” In this research, the data analyzed were words, phrases, or even sentences containing the slogans of some selected advertisements on television. The data were supported by the visualization of the picture on television. The words, phrases, and sentences were uttered by the model of the advertisements.

The data obtained by the researcher were utterances (words, phrases, or even sentences) containing the slogans of some selected advertisements on television. The data source was television advertisements including of cigarette advertisement, electronic advertisement, car advertisement, public service advertisement, and mobile card advertisement. The researcher took the data of some selected advertisements on television which aired between January 9<sup>th</sup>, 2016 and February 9<sup>th</sup>, 2016. The data taken were:

**Table 3.1 Lists of Slogan Data on Television Advertising**

No	Brand of Product	Slogan
1.	Gudang Garam International	a. Live your passion, go international b. Gudang Garam Internatioal, pria punya selera
2.	Dji Sam Soe	Mahakarya Indonesia, Dji Sam Soe
3.	Apple	Think different
4.	Apple	If it's not an iPhone, it's not an iPhone
5.	Toyota	Let's go beyond
6.	Suzuki	Suzuki, way of life!
7.	PT. PLN Persero	Terang terus tumbuh terus Indonesiaku
8.	Dirjen Pajak Indonesia	Hari ini gak tertib pajak, apa kata dunia?
9.	XL	Sekarangg, bisa
10.	Axis	Irit itu, Axis

The source of data means where the data were taken from. The researcher used primary and secondary data sources. Lofland in Moleong (2011:157) stated that “primary data source qualitative research are the words and actions, the rest is additional data such as documents and others.” The data source of the research was television advertisements including of cigarette advertisement, electronic advertisement, car advertisement, public service advertisement, and mobile card advertisement. The data were taken from “Iklan TV Indonesia ([www. Youtube.com](http://www.Youtube.com))”.

### C. Data Collection Method

Data collection method is the researcher's ways in collecting the data. There were some ways in collecting the data. In collecting the data, the researcher done several ways including:

1. The researcher looked for the television advertising on [www.youtube.com](http://www.youtube.com).

2. The researcher chose “Iklan TV Indonesia” which represented the television advertising.
3. Then, the researcher chose the data aired or published between January 9<sup>th</sup>, 2016 and February 9<sup>th</sup>, 2016.
4. The researcher took some selected advertisements based on categories researcher had been decided.
5. The researcher chose the data needed by downloading the advertisements needed.
6. The researcher also looked for other supporting data by looking for the slogan of some advertisements on internet (*google*) which served picture of television advertisement needed.
7. The researcher transcript the data by listening and writing the text spoken by the model of the advertisements.
8. Then the researcher used the slogan spoken by the model as the primary data of the analysis.
9. The researcher also used another text (besides slogan) as the addition data to analysis the context of the advertisement.

#### **D. Technique of Data Verification**

To verify the data, the researcher used two techniques as follows:

##### **1. Credibility**

The credibility was involved in establishing that the result of the research is believable. Credibility emphasizes quality not quantity. It

depends more on the richness of the information gathered, rather than the amount of data gathered. As Ludico (2006:273) stated that “credibility refers to whether the participants’ perceptions of the setting or events match up with the researcher’s portrayal of the, in the research report.” Credibility also equaled with the criteria of validity, which including both validity of measure and internal validity in quantitative research, despite qualitative research doesn’t discuss extraneous variables in the assessment of credibility.

There were many techniques to gauge the accuracy of the findings such as data triangulation, triangulation through multiple analysts and “member checks”. In reality, the participants or readers were the only ones who can reasonably judge the credibility of the results. According to Meriam (1998), the qualitative investigator’s equivalent concept, for example credibility, deals with question, “How congruent were the findings with reality?” Lincoln and Guba argued that “ensuring credibility is one of the most important factors in establishing trustworthiness.”

In this research, the researcher read and watched the data deeply. The researcher watched and read more than once (very often) to make sure the analysis of data. Despite the data were simple which consist of simple sentence in each slogan of advertisement, but the analysis of data involves many terms which were analyzed. Hence, the researcher had to analyze the data seriously and correlated it with some literature the researcher had

been collected. Besides, the researcher discussed the findings with the advisor to make sure that the findings were credible.

To make the result of analysis more reliable, the researcher also had been discussed the analysis with the expert, which no other is the lecturer of discourse analysis. The researcher asked the result of analysis to her and then discussed it. The discussion with an expert was to make sure that the result was more reliable. These ways were the researcher's ways to make sure that the findings of the research fulfilled principle of credibility.

## **2. Dependability**

In addition to credibility, the data had to fulfill the principle of dependability. As Ludico (2006:275) stated that dependability is a criterion for qualitative research that parallels reliability, although it is not assessed through statistical procedures. Dependability referred to whether one could track the procedures and processes used to collect and interpret the data. Dependability showed that the findings are consistent and could be repeated. It meant that dependability is the way of the researcher to make the consistency of data found or findings by using such kinds of variation to get the dependable data. Qualitative researchers usually speak of dependability rather than credibility. As the researcher stated above that qualitative research must have consistency of behavior, which the data and findings have to similar if the research is repeated.

Dependability was the standard for judging qualitative studies and referred to the stability or consistency of the inquiry processes used over time. To check the dependability of a qualitative research is one looks to see if the researcher had been careless or made mistakes in conceptualizing the research, collecting the data, interpreting the findings and reporting results. The data had to fulfill the principle of dependability which means the data must be stable over time and over conditions. In other words, dependability is an evaluation of the quality of the integrated processes of data collection, data analysis, and theory generation. Dependability could be looked at as the researcher's account of the changes built into any setting in addition to change to the research design as learning unfolded.

As stated by Lincoln and Guba, "a dependable study needs to be accurate and consistent. Two ways of evaluating dependability of data include *stepwise replication* and *inquiry audit*." Stepwise replication entails a number of researchers who can be divided into a pair of teams to carry out separate inquiries with a view to comparing data in addition to findings. Inquiry audit means data and relevant supporting documents being scrutinized by an external reviewer. In the book of Cohen, Manion, and Morrison (2007-134), Denzin and Lincoln (1994) suggest that reliability or dependability in qualitative research could be addressed in several ways:



1. Stability of observations: whether the researcher would have made the same observations and interpretation of these if they had been observed at a different time or in a different place.
2. Parallel forms: whether the researcher would have made the same observations and interpretations of what had been seen if he or she had paid attention to other phenomena during the observation.
3. Inter-rater reliability: whether another observer with the same theoretical framework and observing the same phenomena would have interpreted them in the same way.

#### **E. Data Analysis and Interpretation**

Data analysis is an important part in qualitative research. Here, the researcher analyzed data and then interpreted those analyzed data. The researcher should analyze the data systematically in content and comparison analysis from the primary data, so the interpretation of the data could be understood well by the readers. According to Bodgan and Biklen in Moleong (2011:248), analysis data involves working with data, organizing them, breaking them into manageable units, synthesizing them, searching for patterns, discovering what is important and what is to be learned and deciding what you will tell others.

Here, there were some steps that the researcher done in analyzing the data. As Miles and Huberman (1992:16) stated that analysis in qualitative research is divided into three steps occurring together. They are data reduction

or selection, data presentation or display, and data summarizing or conclusion drawing.

1. Data reduction

Data reduction is the process of selection, concerning, abstraction, and transformation of rough data appeared from notes written in the field. It means that the data were selected based on the statement of research problems. The data that did not fulfill the criteria needed were deducted. The data of the slogans of some selected advertisements were selected based on research problems in term of staging (*foreground* and *background, theme* and *rheme*).

2. Data presentation/Display

This step is the next step after the data were reduced. As Miles and Huberman (1992:19) stated that in data presentation means as a group of arranged information giving possibility of summarizing and taking action. In this step, the researcher presented the data by showing the description of the data have been analyzed. It means that the presentation is in the form of descriptions.

3. Analyzing the data based on different problems.

Actually there is one problem, it is “staging”. But, in staging there were many elaborated problems that the researcher had to finish. Therefore, the researcher analyzed how the *staging* of the data based on *foreground* and *background, theme* and *rheme*.

4. Data Summarizing

Data summarizing is the step in knowing the result of the research. In this step, the researcher made the summary or conclusion of the analysis. How the staging used in slogans of some television advertisings influenced the success of those advertisements. The researcher also gave the conclusion how the important of “*staging* (word-sequence)”, in advertising good and service or even campaign. The conclusion also gave a comprehension more about “*staging*”.