

CHAPTER III

RESEARCH METHOD

This chapter is aimed at presenting the method data used by the researcher in the study. It includes research design, research subject, data and sources, research instrument, method of collecting data, credibility and dependability of research, method of data analysis.

A. Research Design

The design of this study is qualitative research since it, as Ary et al. (2010:22) points out, focuses on understanding social phenomena from the perspective of the human participants in natural settings. The phenomena, specifically language phenomena, are found out from the data in terms of words. Furthermore, as a descriptive qualitative research, the aim of the study is to provide a complete and detailed explanation or description of the results as accurately and factually as they are, offering many ideas and concepts. Hence, this study is done essentially by describing how the hidden meaning are use possibly work out to create catchy and creative slogan on television's advertisement which have implicit message.

The appropriate type of the study is content or document analysis since it uses text as the source of data. According to Ary et al. (2010:457) content or document analysis is a research method that is applied to written or visual materials aiming to identify specified characteristics of the material. The materials can be newspapers, television programs, advertisements, or any types of documents. Moreover, Bouma (1998:77) proposes that

content analysis is very much like an observational study but what is being observed is a text, or a film or a television program.

B. Data and Data Sources

The data of this research are the slogan and utterances of all characters in selected spoken slogan on television's advertisement. The data will be limited to the selected spoken slogan on television's advertisement. The primary source of the data is spoken slogan on television's advertisement of gadget product that the ad is short and memorable and ambiguous phrase.

The researcher will present research data taken from 2 internet sources and find 127 examples of catchy and creative slogans, but the researcher concerns the selected spoken slogans on television advertisement are as follows:

Table 3.1. The Selected Spoken Slogans

NO	MERK OF PRODUCT	SLOGAN
1.	Nokia	Connecting people
2.	LG	Life's good
3.	Apple	Think different
4.	Sonny	Make believe
5.	Nikon	At the heart of the image

6.	Canon	See what we mean
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C. Method of Collecting Data

The study is conducted through several systematic steps of collecting the data. In this study, researcher collected data by using online data retrieval techniques. Bungin (2008: 125) states that data retrieval method in question is the procedure for doing online data retrieval through media such as the internet or other network media that provide online facilities, allowing researchers to utilize data information online in the form of data and information theory, as quickly or as easily as possible, and could be accounted for academic.

To collecting data in this research, the researcher uses some steps such as:

1. Reading some thesis with similar topic. The first step that researchers do in collecting data is to read some thesis on a topic similar to the researcher's own as a reference data to be taken by researchers. Thus, the researcher has many descriptions of the data to be used in her research.
2. Watching the advertisement in television. After getting the reference data to be used, the second step done by the researcher is to see the ad impressions on television. This is done by researchers with the aim to get data to be used in his research. At this stage the researchers will select and determine the amount of data to be taken in the form of advertising.
3. Searching advertisement slogan in the internet. The next step is to research researchers looking for slogans from the ads that have been obtained in the previous stage on the internet.

4. Making notes. The last step done by researchers in collecting data is to make a note, which contains about the completeness of data that has been obtained for later processed by researchers.

D. Credibility and Dependability

In qualitative research credibility is the correlation between the truth of a study. In quantitative research, the term credibility is called internal validity. Validity in qualitative is to prove whether the findings are true or not based on existing evidence. To declare a study true and real or not, can use the theory of triangulation; Methodological triangulation, research triangulation, data triangulation, and theoretical triangulation. In this study using triangulation of researchers to prove that the research data used by researchers is true by presenting evidence in the field.

Dependability data is same with reliability data in. Reliability in quantitative research is the study of data consistency of data in the research, meaning that data presented in the study of the attachments of the outcomes of the game have been left unreliable or not touched by the researcher but when the patient's speech is noticed after being examined by a certain period of time.

E. Data Analysis

The final activity in qualitative research is analyzing. In this research, the researcher uses content analysis pragmatically. According to Bungin (2008:159) technically, content analysis include the efforts, classify the symbols that used in communication, use some criteria in classification, and used analysis particular technique in make prediction. The researcher start her analyzes by using some particular symbols, classify the data by using some particular criteria and predict by using analysis particular technique also.

So, the researcher uses relevance theory based on Sperber and Wilson in data analysis as approach by:

1. The researcher looks for the spoken slogans on the television advertisement.
2. The researcher finds selected (use English language) creative and catchy spoken slogans on television advertisement.
3. The researcher collects the data by downloading the data from internet.
4. The researcher analyze the kinds of RT was found in selected spoken slogans on television advertisement.
5. The researcher analyzes the most dominant of RT was found in selected spoken slogans on television advertisement.
6. The researcher analyzed the implicit meaning of the slogans.