

CHAPTER III

RESEARCH METHOD

This chapter consists of the research design, the object of study, the source of data, research instrument, data collection, data analysis and triangulation.

A. Research Design

The research uses qualitative research because this study is related to analyze words as state by John W. best that qualitative studies are those is which the description of observation is not ordinarily expressed in quantitative terms and it is not suggested that numerical measures are never used, but the other means of description are emphasized and furthermore.³² Agrisini states that it does so by analyzing word than numbers³³ the study is focused on analyzing, Verbal expression are used in advertisement of the Jakarta Post. And the research analyzes that study.

In according with the research problem and the objective of the study that mentioned in the previous chapter and this design of

³² John W. Best, Research In Education (New jersey: practice-hall;1981),p.156.

research, the researcher will analyze the verbal expression used in advertisements in order to know whether the verbal expression used in advertisement matching to the Grice's Cooperative principle theory.

B. The Object of the Study

For this research, the object of the study is about the verbal expression are used in advertisement especially in written text that are used in some advertisements that put on the Jakarta post. In other words, this focus of the research is about the analysis of the compatibility about expressions used in advertisement. And the researcher use the theory to analysis is Grice's theory that is formulated in the four maxims (quality, quantity, relevance and manner), and will combine with others theory.

C. Data Sources

Data are the important thing that is used by the researcher to do the analysis. In this research, the researcher uses two kinds of data sources to get the data. They are primary and secondary sources. The researcher takes some references to make this thesis well. It will help to get good in this research.

The primary source is the verbal expression such as the words, sentence and phrases that are used in the advertisements that put on the newspaper (Jakarta Post). Here, the researcher just focuses on this research because it becomes the basic element to write this thesis.

Secondary source are sources like text, book, dictionary, internet and thesis. Besides, the researcher also uses some supporting books that relate with the research and the others references that tell about verbal expression and the four maxims of the Grice theory and use other theory.

D. Data Collection

To collect the data expressions used in advertisement, the researcher collects the advertisements which are put on the Jakarta Post. So the researcher should have the newspaper (Jakarta Post), the researcher can search by internet or goes to buy the Newspaper. According to Suharsini, there are five ways to collect data in a research, those are observation, test, question, interview and document.³⁴ to be easy to collecting the data, instrument is needed to help the researcher complete her research. Besides, Melong said that researcher gets involve in the whole research process; the researcher become planner, data collector, analyzer, interpreter, and finally the researcher become reporter of her research finding.³⁵ And then the researcher looking the topics, the topic is using verbal expression in advertisement on Jakarta Post during Mei edition 2015. The third is

³⁴ Suharsini Arikunto, *Manajemen Penenelitian*.(Jakarta: Renika Cipta,2000),p.134.

³⁵ Lexy J. Melong. *Metodologi penelitian kualitaitaif* (Bandung, Remaja Rosdakarya, 2002),p.121. Inc,1975),p.121

selecting the procedure or data of advertisement on the Jakarta post. the last is write the advertisement selected during a month on May's edition.

Based on the statement above, the researcher should decide what instruments will be used to get data before conducting the research. For this the researcher use one way. It is the researcher. It means that she will collect and analyze the expression used in advertisements in the Jakarta Post.

E. Instrument of the research

Data analysis is arranging systematically, the data that the researcher gets. Before being analyzed the data obtained were selected and classified on the topic from the researcher design. After the data had been obtained the researcher analyzed them by using theory. In doing data analysis, the researcher uses description and the explanation of which is collect.

The data analysis is based on the verbal expression especially in written text in printed advertisement which is put on the newspaper (Jakarta Post). The data are analyzed using the following procedure:

- (1) find many data at Jakarta post that use the verbal expression of advertisement, its mean that the researcher get the advertisement from Jakarta Post, then the researcher analyze the advertisement from the newspaper are used the verbal expression.

(2) Analyze the data based on the theory. After the first way, the researcher analyzes the Verbal expression in advertisement based on Cooperative principle.

(3) Based on analysis above, the researcher takes the conclusion about the verbal expression used in advertisement. the researcher find some of data after analyzing and make the conclusion in the next chapter.

Analyzing the data obtained by giving the description and the explanation. The technique emphasize on the explanation about the researcher result this analysis can be drawn from method used by the researcher. In this research, the researcher uses inductive method. Inductive method is the way of thinking from specific fact that that generalization in common.³⁶ The motive of using this method is the similarity in processing of the data. It means the researcher will find and collect the data than analyze them using cooperative theory then become a general conclusion.

E. Triangulation

According to Lexy J Melong, triangulation is technique used to check the validity of data that use other ways. Denzin differ four

³⁶ Donald Ary Et Al Introduction to Research in Educational Second Language (London: Ed Holt Rinehart and Wiston

kinds of triangulations as technique to check that used a source, method, investigator, and theory.³⁷ It means triangulation is a technique to check the validity of data by using other methods. In other words, the use of triangulation purposes to enhance confidence in the ensuing finding which is gotten by the researcher.

In this research, the researcher use two methods source and theory. Source means the researcher compares the data that she got the data from the Newspaper. In other words, the researcher re-checks the validity of the data. Beside the researcher use theory, it means that the researcher re-check the data analysis based on the cooperative theory.

³⁷ Lexy J. Melong. Metodologi penelitian kualitataif (Bandung, Remaja Rosdakarya, 2002),p.121. Inc,1975),p.330.