

CHAPTER III

RESEARCH METHOD

In this chapter, the research explains the research method in conducting research. This chapter is divided into six parts. The explanation is described as follows.

Research Design

In this research, the researcher uses content analysis. Siregar states that content analysis is a research tool that is used objectively and systematically to make a conclusion from intentions, attitudes, and values by identifying the characteristics specified in the text message.¹ Content analysis is a discussion of the content information contained in mass media. All objects is mapped in the form of writing or symbols then interpreted one by one. The goal is to know all the characteristics.

Content analysis is a research technique that seeks to make replicable and valid inferences from data by taking the context.² In this study, the writers chose content analysis in mass media has many contains advertising products which words, meanings, and symbols. Therefore, a technique that the writers can use to research related words, meanings, and symbols use content analysis to reveal explanations of these meanings.

Fraenkel and Wallen said Content analysis is a technique for understanding human behavior indirectly use analyzing communication between one human being and in various genres and variety of languages used.³ Content analysis can be used for analyzing all forms of communication on various printed media such as books, magazines, newspapers, leaflets, letters also electronic media are Television, radio, and the internet. More specifically, such as poetry, songs (music), films, theater, paintings, regulations, laws, papers, folk tales for legends, myths, fairy tales, comics, and other documented material.⁴

Content analysis is used as a complement to use other methods. For example, with various techniques such as questionnaires, interviews, observation, content analysis on articles magazines, TV programs, newspapers, films, and autobiographies about workers. Many benefits can be obtained by applying content analysis methods. The use of content analysis studies is not to describe the characteristics of communication, but also to

¹Lukman, Suzanna. Content Analysis Untuk menetapkan Konsep Penting Financial Technology Fintech Faktor Exacta 12 ,no. 4 (2019) : 272-279.

²Ahmad, *Desain Penelitian Analisis Isi Content Analysis*, (Ciputat: Syarif Hidayatullah,2018), 3.

³Sumarno. Analisis Isi Dalam Penelitian Pembelajaran Bahasa dan Sastra. Universitas Muhammadiyah Kotabumi.

⁴Ibid.

determine conclusions about the nature of communicators, situations, conditions, and consequences of the act of communication.

Content analysis is examined text objectively to get a picture without the intervention of the researcher. The research eliminates biases and certain tendencies of the researcher. The results of the content analysis are reflecting the content of a text and not the result of the writer's subjectivity. Content analysis is the way to construct reality and understand of meaning. So those ways, the researcher pays attention to processes. The method of content analysis is observing the phenomenon of communication by formulating in researched and all actions depend on the objectives. The researcher obtains an explanation contained a communication content conveyed in the form certain signs, symbols, or other criteria using content analysis.⁵

Data sources

In this research, there is one data source. The first is primary source to selected education advertisement, printed media, and audio visual as the primary source. The data of this research is the meaning of the word in education advertisement, printed media, and audio visual. The researcher takes some samples because those are familiar in Indonesia, in the world and some of them are branded. The data source of this research, the researchers are using education advertisement such as: non-formal education advertisement. The researcher collects data from educational advertisement.

The researcher takes data starting on 16 September 2021 - on 7 October 2021. The primary data sources are taken from text on the official page: 1). Khan academy: <https://www.khanacademy.org/> 2). BYJU: <https://byjus.com/> 3). Udemy Online Courses: <https://www.udemy.com/id/topic/online-course-creation/> 4). Quipper : <https://www.quipper.com/id/> 5).EDX: <https://www.edx.com> 6). Duolingo: <https://id.duolingo.com/> 7). Coursera: <https://www.coursera.org/> 8). Ruangguru: <https://www.ruangguru.com/>

Research Instrument

In this research, the instrument is coding scheme as the main instrument. The researcher uses coding scheme to know meaning of word analysis to describe types of

⁵ Gusti Yasser, "Membongkar isi Pesan dan Media Dengan Content Analysis", *Journal Alhadharah* 12, no 33 (2018).

associative meaning of education advertisement. The researcher analyzes the language used in printed media and audio visual. The researcher also uses internet to find the data sources.

Techniques of Data Collection

The researcher collects data with three ways are the first is observing, the researcher observes kinds of education advertisement in internet. The second is selecting, the researchers selecting one by one the brand of education in internet. The third is classifying, the writer classifies the brand of education in internet.

Technique of Data Analysis

In the techniques of data analysis in this research is the researchers try to analyze meaning of word in Education advertisement to know types of associative meaning. The researcher uses theory based on the content of the word. The technique of analyzing data uses semantics theories especially in associative meaning.

A code is most often using a word or short phrase that symbolically assigns a summative, salient, essence capturing, and evocative attribute for a portion of language, based on visual data. The data can consist of interview transcripts, participant observation field notes, journals, documents, drawings, artifacts, photography, video, internet sites, email correspondence, literature, etc.

The portion of the data summarized in two are, the first cycle coding processes can range in magnitude from a single word to a full paragraph to an entire page of text to a stream of moving images. The second cycle coding process, the portions coded can be the exact same units, longer passages of text, analytic memos about the data, and even a reconfiguration of the codes themselves developed thus far. Charmaz states coding is critical link between data collection and the explanation of meaning.⁶

In this research, the researchers collected data from education advertisement, printed advertisement, and audio-visual advertisement. Furthermore, the researchers conducted an analysis of the research data based on the theory with the following steps:

1) Observing

Observation advertisement in internet educational advertisement such as printed advertisement, and Audio-visual advertisement.

2) Selecting

⁶Jhony Saldana, *The Coding Manual for Qualitative Researchers second edition* (London: SAGE publications,2013).

Selecting a variety of advertisement in internet as follows educational specially for formal advertisement or non-formal education advertisement, printed advertisement, and audio-visual advertisement.

3) Classifying

Classifying advertisement that have an associative meaning especially educational advertisement, printed advertisement, and audio-visual advertisement. The researcher is using associative meaning related with theory and describing associative in advertisement.

Triangulation

Research is the scientific activities to find the answer for the problem. Research is a process of collecting and analyzing data. Research is systematically and logically to achieve the goal. Research is an effort to develop knowledge, develop test and theories.

The object and research problem affects the approach, design or research method that will be applied. In general, the research approach or often called the research paradigm which is dominant use on quantitative research and qualitative research. Qualitative research is a study aimed at describing and analyzing phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually or in groups. Sukmadinata believes that qualitative research is inductive.⁷ There are two objectives in qualitative research, such as first, describe and explore. Second, to describe and explain.

Triangulation is a data analysis approach that synthesizes data from various sources. Susan argues cited by Sugiyono, Triangulation is aimed to find the truth, and to increase the researcher's understanding of the data and facts have. Triangulation is a way to get valid data. Triangulation is a technique of checking the wetness of the data by utilizing something other than the data itself. Triangulation has the purpose of checking or as a comparison of the data.

Triangulation in credibility testing is defined as checking data from various sources in various ways and at various times, then triangulation can be grouped into 5 types, namely data source triangulation, time triangulation, theoretical triangulation, investigator triangulation, and methodological triangulation. Triangulation is a way to get the data

⁷Wahidmurni, *Pemaparan Metode Penelitian Kualitatif*, (Malang:UIN Maulana Malik Ibrahim Malang,2017)

right. Triangulation is a technique of checking the validity of data to check data or compare data.⁸

There are different types of triangulations, namely:

1) Data Source triangulation

Data sources triangulation is researchers collect data and compare data obtained from various data sources.

2) Time triangulation

Time triangulation is validity of the data changes in human processes and behavior, because humans have changes in behavior from time to time. In order to researcher get obtain valid data, the researcher needs to observe more than 1 time.

3) Theoretical triangulation

Theoretical triangulation is use of two or more theories, to compare theories or combine them into one. To get complete data collection and data analysis, planning is needed. Theoretical Triangulation is test validity of the data using the perspective use more than one theory in discussing the problems studied, it can be analyzed and drawn more complete and comprehensive conclusions.

4) Investigator triangulation

Investigator triangulation is researchers examine data or conclusions about a particular part or whole by comparing data from several researchers.

5) Methodological triangulation

Methodological triangulation is researcher test the validity of the data by comparing research data and collecting similar data using several different or similar data collection methods or techniques.⁹

Checking the data to gain confidence in the truth of the data in qualitative research is uses triangulation. Triangulation is a method of synthesizing data against the truth by using other data collection methods or various triangulation paradigms. Data is declared valid through triangulation will give confidence to researchers about the validity of the data, it is not raised doubt in making research conclusions.¹⁰

⁸Ibid.

⁹Dina Fatma Adriyani, *Teknik Pengumpulan dan Analisis Data Kualitatif*

¹⁰syarifuddin Fudi, keabsahan data

In this research, the researcher uses investigator triangulation. The researcher uses investigator triangulation because to check the result of the data analysis. The investigator triangulation asked Agus Edi as the investigator triangulation. If the data of the investigator is true, the data is valid analysis. But if the data of investigator wrong, the data is not valid analysis