

CHAPTER III

RESEARCH METHOD

This chapter presents the method that the researcher used in this study. It consists of research design, research instrument, data collection and data analysis.

3.1 Research Design

Qualitative approach is applied in this research, The suitable type of research is qualitative because the data analyzed by explaining descriptively. The goal of descriptive research is to describe a phenomenon and its characteristic (Nasaji, 2015). This research will be provided detail descriptions of the data. The research requires an appropriate instrument for obtaining the data. This descriptive research will answer the problem of the study to determine and report the result of the research about language functions used in *Make Over* and *Maybelline* advertisements.

3.2 Research Instrument

The main research instrument of this research is the researcher herself and YouTube as the complement instrument. The researcher collects, identifies, analyzes, and discusses the utterances of *Make Over* and *Maybelline* advertisements.

3.3 Data Collection

The primary source of the data used in this research is the utterances pronounced by the addresser of cosmetic advertisement those are *Make Over* and *Maybelline*

Maybelline advertisement. The data source for this study is taken from YouTube as well as the transcript of *Make Over* and *Maybelline* advertisements. In this research the researcher uses 20 advertisements to be analyzed. Those are Make Over Quickies-How To Brow Like A Pro (20 Februari 2020), Eye Must Have Make Over HyperblackSuperstay Liner (3 September 2018), Stay On Color Make Over PowerstayTransferproof Matte Lip Cream (22 Oktober 2019), Make Over Powerstay Demi-Matte Cover Cushion in 10 Shades (17 Januari 2020), Eye Stay Strong Make Over Powerstay Eye Pelette (4 Juli 2019).

3.4 Technique of Data Collection

The data collecting technique that is used in this research is documentation. The researcher does several steps to collect the data:

- ① Searching *Make Over* and *Maybelline* advertisements videos on YouTube
- ② Selecting the video of *Make Over* and *Maybelline* advertisements
- ③ Downloading *Make Over* and *Maybelline* advertisements video
- ④ Listening and describing the utterances of *Make Over* and *Maybelline* advertisements
- ⑤ Classifies the utterances into kinds of language function that used in *Make Over* and *Maybelline* advertisements
- ⑥ Watched the advertisements videos to know the content in *Make Over* and *Maybelline* advertisements

3.5 Data Analysis

Descriptive method is used to analyze the data of this research. Analytical descriptive method is a way for the writer to conduct her research by describing and analyzing the data. Based on Ratna (2010) there are several steps which are conducted by the writer:

1. Identifying the data

The researcher identifies the utterances that contain the kinds of language function used Jakobson's theory. The process to identify the data, the researcher makes easier analysis by giving codes to analyze the data.

R : Referential

Ph : Phatic

E : Emotive

M : Metalingual

C : Conative

P : Phatic

2. Classifying the data

The researcher classifies the utterances into a table based on Jakobson's theory to make the data easy to understand by the reader.

Table 3.1

Sample Table of Language Function

Language Function							
No	Utterance	emotive	phatic	conative	metalingual	referential	phatic
		feeling	aesthetic	attention	asking	describe	attract
1	here we are						x
2	I don't follow you-what do you mean?				x		
3	Clear the table			x			
4	I'm feeling great today	X					
5	Feels gap?	X					

3. Determining and Calculating the data

After identified and classified, the researcher make a table to determine the total and calculated the percentage for kinds of language function which produced by the addresser in Make Over advertisements. Then, the researcher counted the frequency kinds of language function.

Table 3.2

Explain about the frequency of language function

No	Language Function	Frequency
1	Referential	
2	Emotive	
3	Conative	
4	Phatic	
5	Metalingual	
6	Poetic	

4. Interpreting the data

After determined and calculated the data, the researcher interpreted the data, especially the kinds of language function based on Jakobson's theory.

5. Drawing the conclusion of all data analysis

The last step of this research, the researcher drawn a conclusion from the result by interpreted the data to answer the research problem about the finding of kinds of language used in Make Over advertisements based on Jakobson's theory

3.6 Trustworthiness of the Data Analysis

Investigator triangulation applied in this research. It engages of a number researcher with different scientific discipline in the same study. This triangulation is applied to avoid the potential for individual bias on a single

researcher. All of the data that have been analyzed by the researcher were scrutinized by another investigator. The result shows all the data is match of interpretations between researcher and investigator. There is no difference between the researcher and the investigator