



### 3.2 Data and Data Sources

The data of this study are word, phrases and sentence which are collected from the English slogan of gadget advertisements. The gadget advertisements used are only smartphone, notebook, laptop and camera product. The sources for this research are taken from the PC media magazine, brochure, banner and billboard. The Pc Media magazine was downloaded from <http://pcmedia.co.id/category/magazine/>, while the brochure, banner and billboard were got from Hi-tech mall in Surabaya by taken the picture.

Collecting data is used to get information in order to achieve the objective of the research (Gulo, 2002: 110). Some steps were taken for collecting the data:

1. There are four data sources; magazine, brochure, banner and billboard. For the first source, the researcher determine the right magazine as the data.
2. After determining PC media magazine as the data source, then the researcher found the edition of the magazine which is used as the data.
3. The researcher looked for the online form of PC media magazine in PDF file and downloaded it.
4. Reading, choosing and selecting the English slogans of gadget advertisements; smartphone, laptop, tablet and camera in the magazine.
5. Printing the page of magazine which contain of gaded English slogan which is looked for.
6. The second, the third and the fourth source are brochure, banner and billboard. It was taken in the same place. The researcher chose the place which has many brochure, spanduk, and billboard about gadget advertisement to collect the data.
7. After deciding Hi-tech mall (High Technology) Surabaya as the place to get the data. The researcher came to the place only once on 23 of may 2016.
8. Searching and asking the brochure and taking picture of some banners and billboards for the product which showed off in the hitch mall.
9. Collecting, selecting and printing the smartphone, laptop, tablet, and camera brochures and billboard found.
10. Last, after all the steps above done, all the slogans from PC media magazine, brochure and billboard were collected as the data. Then, it was ready to anlayze.



