CHAPTER III

METHOD OF THE STUDY

In this chapter, the researcher discusses the method of the study that is divided into five parts. They are research design, instrument, data source, data, techniques of data collection, and techniques of data analysis.

3.1 Reseach Design

In this study the reseacher used qualitative aproach. In analyzing this topic, the reseacher applies qualitative reseach particulary to describe and interprete the collected data which are taken from PC Media magazine, brochure, banner and billboard of gadget English slogan. The reseacher used descriptive reseach to analyze the kinds of meaning used in English slogan of gadget advertisement and the interpretation meaning of the slogan.

Qualitative is a reseach method which the data are words or picture but not number (Moleong 2000; 6-7). Qualitative procedures rely on text and image data, it has unique step in analysis, and draw on diverse strategies of inquiry (Creswell, 2003; 179). From the data, the reseacher analyzed the meaning and the type of meaning used in english gadget adevertisement slogans. A qualitative study is apropriate for this study, because the object of this study are words from the English printed slogan of gadget advertisement and also the aim of this study is to identify and to explain about the meaning and type of meaning of English slogan.

3.2 Instrument

Based on Ary dkk, said that in qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data. In this research, the resecher is the main instrument. The researcher who as the partisipant collected and analyzed the data, in order to produce the valid result. The researcher collected and selected the data from magazine, brochure, banner and billboard then, the researcher analyzed the data. She used the knowladge of language advertisment to interprete the English slogan and type of meaning to find out the kinds of English slogan meaning in PC Media magazine, brochure, banner and billboard of gadged English slogan.

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 advertiments 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.

3.3 Techniques of Data Colection

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.
- 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 containt of gadged 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.

3.4 Techniques of Data Analysis

Here the method of analyzing data which is used by the researcher:

- 1. The researcher clasified the data as suitable as the type of product. It made the researcher easier to analyze the data.
- 2. Next, the slogans were read many times to understand well about the slogans.
- 3. The researcher classified and analyzed the types of meaning from the slogans for answering research question number 2. The researcher also made a table to make easy the reader know about the total number of type meanings used in the gadget English slogan. The table contain of three coloums. The first coloums is type of meaning; conceptual, connotative, social, affective, colocative, reflective, and thematic. The second coloum is type of product; smartphone, laptop, tablet and camera. Te last colums is the total. The coloum can be seen below:

Type of Meaning		Type of Product				
		Smart- phone	Laptop	Tablet	Camera	Total
Co	nceptual					
Assosiative	Connotative					
	Social					
	Affective					
	Collocative					
	Reflective					
Th	ematic					
To	tal					

4. The researcher began to interprete the meaning of the slogan to answer the research question number 2. It was put on the table. The table gave the short interpretaion of each slogan. The table contain of three cloums. The first

coloum contain of number and type of the products: smartphone, laptop, tablet and camera. The second coloum contain of the english slogan of the gadget, then the last coloum contain of the interpretation of the English slogan. The example of coloum can be seen below:

No.	Gadget	English Slogan	Interpretation	
1	Smartphone	My Phone My Tablet	This smartphone is kind of practice product which can be phone and tablet all at once.	
2	Laptop	Change is Easy	This slogan has corelation with the superiority of the laptop. Thethe new unique cover design that can be change easily.	
3	Tablet	Exploring Fun	Enjoy every feature in the tablet	
4	Camera	It will Change Your World	The camera will make your day more colorful. Taking picture with friend, family or people we love will be fun by the feature of the camera.	

- 5. Next, the researcher discussed and explain the type of meaning and the interpretaion of English slogan which is found one by one.
- 6. The last step was drawing the conclusion and the suggestion.