

Qualitative descriptive data provide a verbal description of human activities and the concerns more on the representative sample as the main data (Mattias 2013). It was very suitable with this research because this study is describing the analyzing of Magnum printed Advertisement so qualitative descriptive is agree to description and concern more on the representative of the data. Thus, when investigating people comprehension of something, the qualitative approach is generally the better choice, as it gives the subject the freedom to express how they understand the text (Mattias 2013). Nevertheless a qualitative is still relevant to this study because the writer choose several samples of Magnum Advertisement for analysis.

This study was descriptive because the writer become the main instrument data, describing data and analyzing the finding to answer the problem of the study.

3.2. Data Collection

This part presents about the data and the data source, the instrument, and technique of collecting data.

3.2.1 Data and data source

According Pickering (2015), data is something related to what the researcher wants to find. The data is the whole data gathered to be analyzed. The data were collected from Magnum Advertisement. All of the data are the words, phrase, sentences and pictures which contain verbal and nonverbal sign Magnum printed advertisement. Magnum is international brand, they has. In this study the

