CHAPTER III

METHOD OF THE STUDY

This section would provide a brief description of how a qualitative research approach may function, as well as explanations as to why and how this approach was used in this particular study. Moreover, a brief presentation of the advertisements, as well as an insight into how the collection data would be analyzed was provided.

3.1 Research Approach

This study graphs showing the analyzing of Semiotics in Magnum printed Advertisement qualitatively. According to Creswell (2007) cited on Anggara (2015) study, qualitative method is used for examining the issue of oppression, advocacy, and critical for group or individual (Anggara, 2015:38). Qualitative research involves the studied use and collection of a variety of empirical materials case study, personal experience, introspection, life story, interview, artifacts, and cultural texts and productions, along with observational, historical, interactional, and visual texts that describe routine and problematic moments and meanings in individuals' lives. Qualitative method is chosen because the writer did in depth interpretation of the sign in the advertisement. Besides that, the writer wanted to give some critical in Magnum Advertisement. Actually, qualitative research consists of a set of interpretive so that why in this study used qualitative method to provide the data.

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

writer choose 10 data to be analyzed because the qualification are the data should be has slogan, interesting, and has sign in every part. The data should be has slogan to be verbal data and has picture to be nonverbal data. The data who have qualified

3.2.2 Instruments

Johnson and Chistensen (2004:33) state that in qualitative research, the researcher is the instrument of data collection. Therefore in this study, the writer is an instrument in this research. It means that the writer is involved in collecting, describing, analyzing data and making finding.

3.2.3 Technique of Data Collection

The writer took Magnum Advertisement as the text because this advertisement considered to have many interesting parts to analyzed, as we know in Magnum Advertisement woman always as deputy of the product. There were some steps to collect the data in this research:

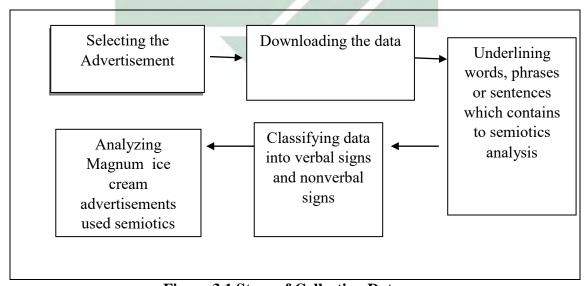


Figure 3.1 Steps of Collecting Data

- a. Selecting Magnum Advertisement
 - In selecting the Magnum Advertisement, the writer has have qualified that are: the data should have verbal and nonverbal aspect. Verbal and nonverbal should have a sign to analysis.
- The writer collect the data by downloading the data in official website
 Magnum.
- c. After the writer got the pictures of the data, as the population of data analysis. The writer classifying the data which are underlining words, phrases or sentences.
- d. The last, the writer analyzing the data used semiotics theory to find out the connotation and denotation meaning in Magnum printed advertisements.

3.3 Data Analysis

With qualitative method, the writer gained the data which supported to analyzing this study. This study will focus on aspect of a semiotic analysis by Barthes. The aspects of semiotics that this study used in order to investigating connotation and denotation in Magnum printed advertisement, are those that were outlined as follows:

a. Classify the data in to two category, first is verbal data and nonverbal data.
Verbal data select the data who has a text to be analyzed. And nonverbal data selecting a capture picture which can be analyzed.

To answer the question the following process are:

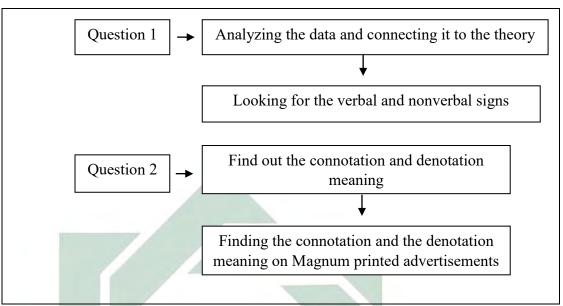


Figure 3.2 Step of Analyzing Data

- b. The analyzing the verbal data, about the structure, the grammatical, the shape, the color and the meaning.
- c. The analyzing the nonverbal data, the picture what happened? And what meaning of the images such as: appearance (age, gender, race, hair, body size, and looks); (expression, eye contact, pose, and clotes); and activity (touch, body movement and position).
- d. Make finding the meaning of the verbal and nonverbal aspect of verbal and nonverbal communication,

The proposed structure that the semiotic analysis will take in this research, which is applicable to the semiotics analysis of the text as, advertisement, television program, a movie and a painting for instance: First, a description of the advertisement will be provided, Key signifier and signified will be identified, Paradigms that have been exploited and the syntagms will also be

identified, Finally the principle at work the message will be identified as this the goal of semiological analysis (Seiler, 2005 cited by Deodrin)

