CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to present the methodology of the research study about metaphor in slogan of ASEAN tourism destination advertisement. This part of the methodology of the research consist of research design, research instrument, subject of the research, data and data source, data collection, and data analysis. Determination of the sample will also be explained. Methods examined will be those for coding, collection, and analysis of the data through the research study.

3.1 Research Design

The researcher used qualitative content analysis in her study. Krippendorff (1989: 403-404) defines that content analysis is research techniques for making the data to their context. And the data of content analysis are texts, which meaning is conventionally likes verbal discourse and written documents. The text can be found in newspaper, magazine, advertisement, books, television programming, and etc. Qualitative content analysis is made researcher to get deeply investigate the data in advertisement. The researcher analyzed about the context of type metaphor in slogan of ASEAN tourism destination advertisement and also analyzed about the coherence discourse of the text in slogan of ASEAN tourism destination advertisement through the metaphor.

Moreover, the researcher also used descriptive research design in analyzing the data. According Kothari (1990: 3-4), descriptive research includes the fact-finding

of different kinds, and has purpose to describe of the state of affairs as exist at present. Researcher has no control over about the variable, which it can only report what is happening or what has happened.

3.2 Subject of The Study

The subject for this present study is slogan tourism advertisement of ASEAN countries. Slogan is become brand in advertisement, especially for every country in ASEAN has slogan to support the quality of tourism. Slogan is also become the selling power to promote special quality tourism in every country. In the world of tourism, slogan has great impact for performance economic advancement, which is slogan purposed to attractive tourist for visiting tourism destination in every country.

Therefore, the researcher has reason to pick slogan tourism advertisement as the subject in this thesis is contained metaphor elements. Slogan in the advertisement described that slogan has implicit meaning of the text, which it can be understood if the reader knows about the whole context of slogan itself. The characteristic of text in slogan tourism interested the researcher to conduct research about slogan in case of metaphor. The researcher completed the analysis with some theories to support this research. Conceptual metaphor is the appropriate theory in slogan tourism and linguistic features like discourse are also required to support the linguistic analysis in text of slogan tourism in advertisement.

3.3 Data and Data Source

The research is used the primary data. Kothari (1990: 95) argue that the primary data is collected by someone in a fresh and for the first time. The data source of the research was taken from content of advertisement – the picture of slogan and videos advertisement. The slogan tourism of ASEAN is contained 10 pictures, which only 10 countries of 11 countries have slogans tourism in the official tourism destination. The countries are Indonesia, Malaysia, Singapore, Vietnam, Thailand, Myanmar, Cambodia, Laos, Philippine, and Brunei Darussalam.

The researcher downloaded the picture of slogan and videos from the source from www.sportourism.id/tourism/logo.com and www.youtube.com on February 15, 2017. Therefore, this research used the whole text and image of picture in the slogan tourism to be the data. And also the researcher used transcript of videos to support the analysis.

3.4 Research Instrument

The instrument of this research was the researcher herself. It means that the research instrument of research called as human instrument. Denzin and Lincoln as cited in Simon (2011: 1) argue that a qualitative study is used human as instrument rather than questionnaires or machines. Kothari (1990: 3-4) noticed that qualitative studies is concerned with qualitative phenomenon, which it closed with the human behavior. It means that to find how the people feel or what they are think about a particular subject in the research.

Human instrument was applied in the research because the collecting and identification of content of slogan tourism of ASEAN were found by researcher herself. The types of metaphor and the coherence metaphor of text in slogan tourism of ASEAN advertisement were collected and identified by the researcher herself. The researcher collecting the data after read the whole content of slogan.

3.5 Techniques of Data Collection

The data collected from the content of advertising slogan of ASEAN tourism destination. The data are the language (written text) and image of metaphor.

a. Downloading advertising slogan of ASEAN tourism destination.

The beginning analysis of doing research is obtaining the data source. In the case, the data source is contained text and image of the slogan. Thus, the researcher collected the data research by browsing the jpg version of slogan of ASEAN tourism destination. Therefore, the researcher also downloaded video promotion tourism and transcript to support the analysis. The researcher downloaded the picture of slogan and videos from the source from:

www.sportourism.id/tourism/logo.com and www.youtube.com on February 15, 2017.

b. Comprehension the data

The researcher read slogan advertisement to get understanding the content of every advertising slogan in ASEAN. And also watch video promotion tourism every countries in ASEAN for helping researcher

totally understand the slogan well. Furthermore, the researcher also found great idea about what the slogan mean is.

c. Coding the data of the advertisement slogan

The researcher proper coding the data source had to be defined for analyzing about the type of metaphor, the researcher making easy to code the data source in the research. The types of metaphor are pictorial metaphor, verbal metaphor and verbo-pictorial metaphor. The three highest classifications of metaphor are pictorial, verbal, and verbo-pictorial metaphors, denoted by **P, V**, and **VP**. Furthermore, the researcher also will code for analyzing about text in the coherence metaphor in discourse through the intertextual or intratextual. It denoted with **type 1** as intertextual and **type 2** as intratextual.

Figure 3.1 Example of coding data in advertisement slogan

d. Collecting Data

The researcher collected the data in one points to answer two research questions in the research. Collecting the data for types of metaphor in advertisement was the first procedure in the research. The researcher

collected the whole content of slogan without exceptional, which it is contained about text and image in slogan. After collecting the data for types of metaphor in advertisement, the research automatically gets the data for analyzing about the coherence text of slogan in advertisement. Researcher is only taken the text for the data. The data collected was described as the example below.

Figure 3.2 Example of Collecting Data for type of metaphor in advertisement and the coherence text of slogan in advertisement

The example of collecting data was processed in the next procedure that is data analysis.

3.6 Techniques of Data Analysis

Data analysis was separated into two concerns in the research. The first focus is type of metaphor in advertisement. Furthermore, the second focus is the coherence text of slogan in advertisement, which the second focus is become the final result of this research. The procedures were explained in the detail below.

a. Identifying the data

- Type of metaphor in advertisement

In the analysis, the collected data was identified by highlighting content in slogan. Highlighting was appeared in two colors in the analysis. Each color has different meaning related to identify the type of metaphor in advertisement. The data identification was highlighted as the example.

Figure 3.4 Example of identifying the collected data for type of metaphor in advertisement

The content of slogan is represented with different color, which is divided for analyzing type of metaphor in advertisement. It presented in the table below.

Slogan	Content of Slogan	
	Picture	text
Indonesia	✓	✓

Table 3.1 The Rule of identifying type metaphor in slogan

- The coherence text of slogan in advertisement

After collecting and identifying the data for type of metaphor in advertisement, the researcher go to the second case, it is about the coherence text of slogan in advertisement. In the second case, researcher only needs text from the slogan. The coherence of text has two kinds in metaphor related discourse. The kind is intertextual or intratextual. This below example explained how the researcher identification the data.

"Wonderful Indonesia"

Figure 3.5 Example of Identifying the Collected Data for the Coherence Text of Slogan in Advertisement

The texts were divided by underscoring in two different colors as illustrated in the table below.

Types of underlines	Kind of coherence discourse in metaphor based on text
_____	Intertextual (*Type 1*)
_____	Intratextual (*Type 2*)

Table 3.2 The Rule of identifying the coherence of text in metaphor

b. Classifying the data

- Type of metaphor in advertisement

After collecting and identifying data for type of metaphor in advertisement which came from label of content slogan, researcher needed to describe the data to know the meaning of each data in slogan. And the data also explains to know clearly classification in the table.

Data:

The advertising slogan of Indonesia is used "VP". The slogan contained the picture is mythical bird, which is became symbol of Indonesia country and the slogan also cointained the text "*Wonderful Indonesia*".

Figure 3.6 Example of Describing Type of Metaphor in Advertisement

No.	Slogan	P	V	VP
1	INDONESIA			✓
2				
3				
	TOTAL			

Table 3.3 Example of Classifying the Data for Type of Metaphor

Then, the data was charted to compare the percentage between types of metaphor. The chart consist three types, which are pictorial metaphor, verbal metaphor, and verbo-pictorial metaphor. The researcher wants to compare the common type of metaphor in advertisement.

- The coherence text of slogan in advertisement

  In this case, researcher needed to describe the data in order that to know about the coherence text of each other in slogan. The researcher also needed to show the classification the data in the table.

Data:

"Wonderful Indonesia"

The coherence text: "Wonderful" is compared with the world cultural heritage humanity. **(1:44)**

Figure 3.7 Example of Describing the Coherence Text

After that, the researcher categorized the data with the table below.

Slogan	Type of Coherence Discourse		the word	Finding (time duration)
	Type 1	Type 2		
Indonesia		✓	Wonderful	0:46; 1:44; 2:02

Table 3.4 Example of Classifying the Data for Type of Metaphor

In the analysis, Researcher was used the chart to show the percentage between type 1 and type 2 labels. The chart was helped researcher to choose about the result of the common type in the coherence text in slogan.