CHAPTER III

RESEARCH METHODOLOGY

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

3.1 Research Design

The design of this research which is used by the writer was descriptive qualitative method because the researcher described, interpreted a phenomenon such as condition and existing relationship, a growing opinion, using scientific procedures to address the actual problem. The descriptive research method was widely used in research which aimed to describe the nature of situation as it exist at the time of the study and to explore the causes of particular phenomena. That was a research method which describes systematically a situation or area of interest factually and accurately (Isaac and Michae,I 1987;42). So, this research is in accordance with descriptive method because in this research attempts to identify, classify and explain a problem or phenomenon about presupposition found of slogan in some picture that uploading by MakeOver beauty product advertisement.

3.2 Research Instrument

Two instruments are used in this research: human and non-human instrument. The human instrument is the researcher herself, because she is the one

who collects and observe the data. The non- human instrument is gadget that used to take the data from website.

3.3 Data and Data Source

The data were words and sentences of this research are taken from slogan advertisement in some pictures of products that are uploaded by MakeOver website and the pictures about lips and face beauty products.

3.3.1 Technique Data Collection

In this study, the writer collects the data by doing the followings steps:

- 1. The writer visits website of MakeOver in www.makeoverforall.com
- 2. The writer begins collecting the picture of MakeOver's Lips and Face products.
- 3. The writer selectsthe pictures as many as possible about the slogan predicated contains presuppositions.
- 4. The writer selects from all pictures into thirteen. The thirteen picture that have the captions are contains of presupposition.

3.3.2 Technique Data Analysis

After the writer collecting the data, the writer begins to analyzing the data:

 The writer identifies selected of picture capture that the slogan contains presupposition from MakeOver Lips and Face products. 2. To make it easier, the researcher gives the number of the data 1-20 numbers.

Data 1

"ULTRA COVER LIQUID MATT FOUNDATION"

Data 2

"PERVECT COVER CREAMY FOUNDATION"

- 3. The writer classifies the slogan that contain presupposition based on the type of presupposition of Yule (1996:133).
- 4. For frequency and percentage of the types that contains in the slogan the researcher makes a table.

No	Types of presupposition	Frequency	Percentage
1.	Existential presupposition	9	27%
2.	Factual presupposition	3	9%

- 5. After the writer makes the table, the writer began explaining each of the presupposition that have been identifying and classifying.
- 6. After that, the writer begins classifying the functions of presupposition in advertisements. To make it easier, the writer make table after identifying

Number of	Implicit	Causing reader	Making the
captions	competition (1)	to consider for	advertisement
		existence of	short and
		the products or	memorable (3)
		services (2)	
1	1	V	
2		V	

- 7. After that the writer explains about the function from each data clearly.
- 8. The last the writer gives conclusion and suggestion from the research.