Chapter III

Research method

3.1 Research Approach

In this research, the writer used descriptive qualitative approach. Daymon and Holloway (2002:14) stated "Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs". It means that the qualitative research is describe the data in the form of word it is reasonable for this research.

3.2 Technique of Data Collection

3.2.1 Source of data

The data of this research were all of the language that Lazeta skin care used for their advertisement which contains the persuasive language. The data source is the picture some products of Lazeta skin care advertisement on Instagram. The researcher found all the advertisement of Lazeta skin care from @mdglowingskin account on instagram. It is the official account that give all information about Lazeta skin care start from the clinic that manufacturing this skin care, various product, promote their products, etc. The resercher took the caption and picture that they used for promote their product become the main sources in this research.

3.2.2 Research instrument

The main instrument is the researcher herself as the data collector, conduct and analyze the data based on the theory. Maleong (2013:168) states that researcher is a planner, analyzer, the data interpreter, the data collector and the reporter of their research. It means that the researcher is the main tool to conducted this research. The data from this research were collected by searching on instagram account used mobile phone or laptop.

3.2.3 Data Collection

The researcher used some steps for collecting the data which consist of:

- Selecting advertisement that contains advertisement mode based on picture and caption that is used or writing on instagram account @Mdglowingskin
- 2. Taking the data source with screenshot advertisement picture and caption then saving it in the usb/ mobile phone.

 Classifying the data into two categories of persuasive technique and three categories modes of persuasion used by Lazeta skin care product.

3.3 Data Analysis

In analyzing the data the researcher uses some steps which consist of:

- Identifying the kinds of persuasive technique on the picture and caption (writing) of Lazeta skin care advertisement on Instagram.
- 2. Classifying the data and data source based on two persuasion techniques by Larson. That is intensifying which is decided into three categories such as repetition, association and composition. Then the downplaying also is decided into three categories such as: omission, diversion and confusion.
- 3. Describing the picture and caption based on the theory.
- 4. Analyzing the data and discusses it clearly.
- 5. Analyzing the modes of persuasion by Aristotle theory.
- 6. Making a conclusion about the finding of the persuasive techniques used by Lazeta skin care advertisement in their Instagram account based on Larson classification and the

modes of persuasion that exist in this advertisement based on Aristotle classification.

