#### **CHAPTER III**

## **RESEARCH METHODS**

# 3.1 Research Design

In this study, the researcher used qualitative content analysis, since the data which is going to analyzed are language, music and pictures in The winner of Bright Awards Advertisements. It is not described or discussed about statistic and word for quantity. Cavanagh (1997) define content analysis as a flexible method for analyzing text data. Qualitative content analysis is one of numerous research method used for analyze text data. Research used qualitative content analysis focused on the characteristic of language as communication with attention to the content or contextual meaning of the text. The goal of content analysis is "To provide knowledge and understanding of the phenomenon under study" (Downe-Wamboldt, 1992, p. 314).

#### **3.2 Instruments**

The key instrument in this study is the researcher herself. The researcher will collected the data by finding the modes and persuasion technique that used by the winner of Bright Awards Advertisements. Subsequently, it will be analyzed by using Guy Cook's theory of advertising as discourse. This activity is still done by the researcher. Moleong (2013:168) said that a researcher is a planner, the data collector, analyser, the data interpreter, and the reporter of their research. It means that the researcher is the tool that used to conduct this research.

## 3.3 Data and data sources

The data of this research are speech, music and pictures from the video of advertisements. The video taken from official website Bright Awards Advertisement Indonesia 2016 (<u>http://www.brightawards.id/</u>) on Maret 2016.

# **3.4 Techniques of data collection**

There are some steps do by the researcher :

- 1. Finding an awards event of the best advertisement.
  - The researcher found the event from TV commercials (RCTI & Global tv ) on 8 march 2016. Afterwards, the researcher search in google to found the official website from that event.
- 2. The researcher selecting the winner of advertisement which contains of advertisement modes (picture, music, and speech or writing)
  - The researcher put four winners from bright awards advertisement and contains modes of advertisement that are : Indomie advertisement, Dancow milk Advertisement, Beng beng Advertisement, and Djarum 76 advertisement.
- 3. Downloading video advertisement by Youtube.
  - To analyzed the advertisements, the researcher must download the video from Youtube media.
- 4. Finding the related study
- 5. The researcher will Transcribed the data into text form.

- The researcher will transcribed the video advertisement into text form by this steps :
  - a. Watching the video and listen every utterances by the actors.
  - b. Transcribing the speech into a sentences.

# **3.5 Data Analysis**

The techniques of data analysis used the following steps, as followed :

- 1. Classifying the data into pictures, speech and writing.
- 2. Describing the pictures scene by scene based on the video of advertisements.
- 3. Analyzing the verbal modes of advertisement used Guy cook's theory.

4. Classifying the speech and writing based on seven persuasion technique by Gorys Keraf's theory.

- 5. Analyzing the data which had classified and discussed it clearly.
- 6. Then, summarizing the research finding and the previous chapters to make conclusion.

The last step, the researcher will interpreted the modes and the technique of persuasion used by The winner of Indonesian Bright Awards Advertisement 2016. Then, the researcher concluding the data. The conclusion explain about how the advertisement can interest the customer that gives the polling in this event. Thus, the conclusion will be detail and clearly.

