CHAPTER III

RESEARCH METHOD

This chapter will discuss the approach used in this study and the data collection. Then, the explanation of qualitative methods will be explained too in this research. After that, there will be an explanation of the source of the data, the instrument used, data collection technique, and data analysis.

3.1 Research Approach

The writer will finish this research using descriptive qualitative approach. Qualitative approach, as the name indicates, are approaches that does not involve measurement or statistics (http://webspace.ship.edu/cgboer/gen psyqualmeth.html. It is accessed Sept 19, 2016 at 11.24 a.m.). The writer chooses this approach because in the data analysis, the writer does not put any numeric data. But, the writer thinks that it is impossible to put numeric data in the qualitative research method only in general terms. It means that numeric data can be used to give an example of a case. Then, the writer will explain the data through a descriptive explanation. The writer chooses this approach because all of his data is formed in the words, then she will explain it through words without put any statistic or numeric data. She will also prefer to put any words quotation as his reference than numeric data in his study.

3.2 Data Collection

3.2.1 Data Source

The writer puts the text of *Cosmetics Advertisements* as the source of this study. The lexical ambiguity of *Cosmetics Advertisements* will be analyzed in this study. The writer will analyze about twenty cosmetic advertisements factually contains the lexically ambiguous words to complete his study. In collecting the data, the writer takes the advertisement from the official website or social media account of the cosmetic brand. The official website and social media account of each cosmetic brand are mention on the table below.

No	BRAND	Source (website or social media account)
1.	NYX Cosmetics	http://www.nyxcosmetics.com/
2.	Sephora	http://m.sephora.com/
3.	Maybelline	http://www.maybelline.com/
4.	L'Oreal	http://www.lorealparisusa.com/
5.	Revlon	http://www.revlon.com/
6.	Nivea	http://m.nivea.co.id/
7.	Biore	http://www.biore.com/
8.	Pond's	http://www.ponds.com/

The writer chose the cosmetics brand because the brand is an international cosmetics brand. The brand has been used by woman in various countries. Other than that all cosmetics brand are established and in production aboard. Such as, NYX, Maybelline, Revlon and Pond's main factories are in the United States. Then, the Sephora and L'Oreal that is founded in France and Paris. Nivea was founded in Germany countries. And the last Biore, maybe some people think that Biore is a local cosmetic, but actually Biore established by big company in Japan that is KAO Corporation.

3.2.2 Instrument

The main instrument in this study is the writer herself. Based on the cosmetic advertisement, the writer will analyze the lexical ambiguity in the advertisement text in order to answer the research question through his knowledge.

3.3 Data Collection Technique

In collecting data, the writer uses the text of *Cosmetics Advertisement* as the source of data. The writer read the text of cosmetics advertisement and found out of the words which were as considered ambiguity. The writer also interpreted the data to find out the right interpretation of the ambiguous words. After that, the writer starts the analysis by analyzing the lexical ambiguity and its multiple meanings.

3.4 Data Analysis

The writer will use descriptive qualitative techniques in analyzing the study. This techniques is applied to analyze the words are classified as lexical ambiguity in the cosmetics advertisement. Then, the factors do influence the lexical ambiguity will be explained in the following chapter of the study. The analysis will be done through some steps. The first step is to collect cosmetics advertisement data. The second step is the data is separated into some fragments. And then, the writer puts some word that includes lexical ambiguity of the cosmetics advertisement. The last step is the writer analyzes the word that includes lexical ambiguity and finding the meanings from the dictionary. Then, the writer describe about the factor that influence the lexical ambiguity in the cosmetics advertisement.