CHAPTER III

RESEARCH METHOD

This research method discusses the method that the writer uses in this study. The writer will explain the general process in collecting and analyzing the data. It consists of research approach, source of data, data collection, research instruments and data analysis.

3.1 Research Approach

Conducting this research, the researcher used a descriptive approach. The researcher used this method because the research basically aims at describing the data in the form of word based on internet advertisement. In addition, the data are described descriptively based on the research problems, what kinds of metaphor and how are implicit and explicit metaphors used in computer brands slogan advertisements.

3.2 Source of data

The data of this research are from sentences and utterance of advertisement. Besides that the researcher collects this data from December until March 2015which contain of the metaphor. Since the researcher was taking a data, the researcher found several kinds of advertisement are commercial advertisement to offer the product and educational advertisement which inform the educational institution but the researcher only interesting in Computer brands advertisement.

3.3 Research instrument

In this research, the researcher is main instrument in obtaining and analyzing the data. To get the data the researcher collecting the brand of computer top best brands 2013 in Indonesia. After that the researcher search the slogan which are categorize as metaphor in thus website.

3.4 Technique of data Collection

The process of collecting data goes along with some procedures. The writerfollows some stages below:

- 1. Preparing investigation or choosing the data source (observing).
 - The writer did the library research and searched the homepages as well aswebsite for some selected references.
- 2. Collecting the data (computer brand slogans advertisement).

In this process, the computer brands slogans advertisement were released from 2013. The computer slogans advertisement was downloaded from website then they were transcribed to phrases and clauses. The data were taken from sources internet(website http://. Microsoft-id.blogspot.ni/2013/04/10-top-merk-laptop-terbaik-tahun-2013).

3. Choosing the data

In this process, the data was collected the slogans concerning with computer brands slogansadvertisement. The 10 computer brands slogans advertisements are chosen as the data. Then, the data are classified into two kinds of metaphor namely implicit and explicit metaphor. The classification data purposed to find out the difference of the characteristic and the effects are made in the slogan.

4. Specifying data

The writer classified 10 computer brands slogan advertisement into two kinds ofmetaphor. There are:implicit metaphors are Acer, Asus, Dell,Lenovo, LG, Sony, Toshiba, MSI and explicit metaphor are Apple and HP.

3.5 Technique data analysis

The metaphor in advertisement slogans are analyzed in accordance to the statement of the problem. Some steps collecting the data were:

- 1. The first step done by the writer was to read advertisement slogans. It is expected to make sure whether metaphors exist within advertisement slogans in website or not.
- 2. The second step was to identify metaphors in advertisement slogan in website.
- 3. The third step was to copy advertisement slogan which contain metaphor.
- 4. The Fourth step was classifying metaphor, the writer classified metaphor based on its kind.
- 5. The five stepswere analyzing the data which are words, phrases and sentences of advertisement slogan in website. In analyzing the researcher describe the meaning of metaphor based on theory of Furnish and Bath (1996). This step is to answer the statement of the problem number two.