CHAPTER III

METHOD OF THE STUDY

In this chapter, the writer discusses the method of the study that is divided into five parts, i.e, research design, instrument, data source, data, techniques of data collection, and techniques of data analysis.

3.1 Research design

In this study, the writer uses qualitative approach in her research. In analyzing this topic, the writer applies a qualitative research particularly to describe and interpret the collected data that are taken from ELLE magazine. Qualitative is a research method that the data is words, pictures but not number (Moleong 2000; 6-7). Qualitative procedures rely on text and image data, have unique steps in data analysis, and draw on diverse strategies of inquiry (Creswell, 2003; 179). From the data, the writer analyzes adjective that are related to the concept of fashion and lexical relation of adjectives with the concept of fashion, a qualitative study is appropriate because the aims of the study is to identify and to explain the lexical relation that are related to the concept of fashion.

Since the design of this research belongs to the qualitative one, the instrument of this thesis can be categorized as participant observer. The writer as a participant who observes and analyzes the data in order to produce the valid result.

3.2 Instrument

The writer considers herself as the research instrument as the participant observer. She uses the knowledge of lexical relations and as the data collector and analyst, the writer works with herself as a researcher in collecting and analyzing the data.

3.3 Data and Data sources

The data analyzed in this study are adjectives and lexical relation to the concept of fashion in magazine. The source of the data is article and advertisement in magazine. The source of the data in this research is from ELLE magazine, the writer takes the data from the edition of March 2015. The forms of the data are phrases and sentences. It is possible that more than one data are found in a sentence. Those sources will help and enrich the researcher to find out the related studies.

3.4 Techniques of Data Collection

Here the method of collecting data that had been used by the writer:

- The thesis writer collects the data of adjectives from magazines as the object of study, in the form of phrases and sentences in article and advertisement on ELLE magazine from the edition of March 2015.
- 2. Selecting the data from the article and advertisement in ELLE magazine.

3.5 Techniques of Data Analysis

Here the method of collecting data that had been used by the writer:

- The writer collects the data of adjectives from magazines as the object of study, in the form of phrases and sentences in advertisements and article.
 The data taken all from ELLE magazine from the edition of March 2015.
- 2. The writer selecting the data from advertisement and article in magazine.
- The writer analyzed adjectives that are related to cosmetics and dress with the concept of fashion and some types of the lexical relation from ELLE magazine edition of March 2015.

