#### **CHAPTER III**

## RESEARCH METHOD

This chapter discusses about research design, data and data source, research instrument and data analysis.

### 3.1. Research Design

The research design which used by the writer is a descriptive research method because the writer describe, interpret a phenomenon such as conditions or existing relationship, a growing opinion, using scientific procedures to address the actual problem. The descriptive research method is widely used in research which aims to explain an event usually conducted by survey. Descriptive method is a research method which describes systematically a situation or area of interest factually and accurately (Isaac and Michael, 1987: 42). So the writer assumes that the descriptive research method in accordance with the research that conducted by the writer because in this research, the writer attempted to identified, classified and explained a problem or phenomenon about presupposition found of slogan in mobile phone advertisements especially in the brochure.

# 3.2. Data and Data Source

The data were words and sentences are taken from slogans in the mobile phone advertisement, especially in the brochure and the data sources are brochures which have been taken from Plaza Marina and WTC Surabaya on January 2015. The writer uses Plaza Marina and WTC Surabaya as a place to

The writer uses a brochure from mobile phone advertisement as a data source because the writer noticed that a lot of slogans in mobile phone advertising use English and mostly in the advertisement slogans contain presuppositions. The writer collects fifty brochures about mobile phone advertisement, then the writer selected brochures to twenty one brochures to save time and simplify analyze.

### 3.3. Research Instrument

The research instrument which suitable for this research is the human instrument is the writer herself. The writer herself as a research instrument because the writer does the research by identified, classified and explained the data which used as the object of the research.

#### 3.4. **Data Collection**

In this study, the writer collecting the data by doing the following steps:

- The writer goes to Plaza Marina and WTC Surabaya as mobile phone shopping centers. The writer thinks that both of them are very suitable as a place to obtain and collect the data.
- 2. The writer begins collecting brochures as many as possible about mobile phone advertising which use English.
- The writer selects from all brochures into twenty one brochures. Twenty
  one brochures are a brochure which the slogan using English and the
  slogan predicted contains presuppositions.

# 3.5. Data Analysis

After getting and collecting data, the writer takes the next step which is to analyze the data. The steps that the writer takes in analyzing the data are as follows:

## 1. Identified

In this part, the writer begins to identify selected slogan that contains presupposition. After that, the writer gives a number on a brochure. The number is number one until twenty one on each brochure to facilitate the writer to identify. The following is the example of brochures which has been given a number and the example of table of identifying types and functions. The function of giving number on the brochure and creating a table is to facilitate writer in analyzing the data.



Data no 1 Data no 11 Data no 21

Table 1.1: Identifying types and functions

| Number<br>of<br>Brochure<br>(1-21) | Slogans        | Types of<br>Presupposition | Functions of Presupposition in Advertisement  |
|------------------------------------|----------------|----------------------------|---|
| 1                                  | Feel it        | Lexical presupposition     | <ul> <li>Implicit competition</li> <li>Making the advertisements short and memorable</li> </ul> |
| 2                                  | Stylishly slim | Existential presupposition | Making the advertisements short and memorable   |
| 3                                  |                |                            |   |
| 4                                  |                |                            |   |
| 5                                  | 7              |                            |   |
| 6                                  |                |                            |   |
| 7-21                               |                |                            |   |

# 2. Classified

The writer classifies the slogans that contain presupposition based on their type and also classifies based on functions of presupposition in advertisements. The writer used tables to make it easier for the reader to understand.

Table 2.1: Classifying types

| No | Types of Presupposition       | Number of Brochure |
|----|-------------------------------|--------------------|
| 1  | Existential presupposition    | 2, 4, 7, 8,        |
| 2  | Factive presupposition        | 3, 4, 12,          |
| 3  | Lexical presupposition        | 1, 6,              |
| 4  | Structural presupposition     | 5,                 |
| 5  | Non factive presupposition    |                    |
| 6  | Counterfactual presupposition |                    |

Table 2.2: Classifying functions

| No | Functions of Presupposition in                                       | Number of Brochure |  |
|----|--|--------------------|--|
|    | Advertisement  |                    |  |
| 1  | Implicit competition   | 1,4,5,             |  |
| 2  | Causing readers to consider the existence of the products or service | 5, 10,             |  |
| 3  | Making the advertisements short and memorable                        | 1,                 |  |

# 3. Explained

After the writer identified and classified the type and functions of presuppositions, the next step is the writer explained the results of the identification and classification by using the table and explained the type and functions of presuppositions in depth so that the readers can understand. The writer also gives photo evidence of brochures so that the readers can see how the picture of mobile phone advertisement slogan.

The following is an example of the table about the result of the types of presupposition and how the writer explaining the data that has been analyzed. In determining the results of the type of presuppositions based percentage, the writer using the formula:

Frequency Total frequency 
$$\frac{8}{30}$$
 X Total percentage = Result  $x = 100\% = 26,67\%$ 

Table 3.1: The result of the types of presupposition

| No    | Types of Presupposition    | Frequency | Percentage |
|-------|----------------------------|-----------|------------|
| 1.    | Existential presupposition | 8         | 26,67%     |
| 2-6   |                            |           |            |
| Total |                            | 30        | 100%       |

The first example is about one of the types of presupposition. The type of presupposition is *existential presupposition*.



The presupposition is when the readers read the slogan from data no 13 is HUAWEI's brochure with slogan "Honor", the readers directly makes a presupposition that there is a smartphone with HUAWEI's brand with a very unique type that is Honor, just Honor. The slogan is directly to the point on the type used. The presupposition is supported by the picture in the brochure which shows the white smartphone with the type of Honor under the camera. So the slogan contains existential presuppositions because through the slogan, the readers can see the existence of a smartphone with Honor's type only on smartphone with HUAWEI's brand.

The following is an example of the table about the result of the functions of presupposition in advertisements and how the writer explaining the data that has been analyzed.

Table 3.2: The result of the functions of presupposition in advertisement

| Number of | Implicit        | Causing Readers  | Making the                                  |
|-----------|-----------------|--|---|
| Brochure  | Competition (1) | to Consider the Existence of the Products or Service (2) | Advertisement<br>Short and<br>Memorable (3) |
| 1         | ✓               |  | ✓   |
| 2-21      |                 |  |   |
| Total     |                 |  |   |

In analyzing the results of the function of presuppositions in advertisements, the writer gives a sign (v) for ease in calculating the number of the results about the function of presuppositions in advertisements.

The second example is about one of the functions of presupposition in advertisements. The function of presupposition in the advertisement is *making the advertisement short and memorable*.



IPhone 5S's brochure with slogan "Forward Thinking" is the example of the data which contain a presupposition that make the advertisement short and memorable. This slogan is very short and very easy to remember. Through the very short slogan, the readers directly remember the previous presuppositions that this smartphone is already one step ahead than other smartphone because this smartphone presents sophistication earlier before other smartphones.

So the above explanation is a little short review of how the writer analyzed the data. In the next chapter, the writer will review in depth of the object being analyzed.