

CHAPTER III

METHOD OF THE STUDY

In this chapter the writer would like to discuss a method that used to analyze the data. In this research the writer used descriptive qualitative method. It includes of research approach, data source, research instrument, data collection and data analysis.

3.1 Research Approach

In this study, the writer tend to analyze the persuasive technique that used in advertisement of Colours magazine. Therefore, the writer focuses on reading every word, phrase, and sentence that is used in the advertisement.

To get better understanding of the research problem, the writer uses descriptive qualitative method in her research. Furthermore, this study uses qualitative method because the writer want to get detailed understanding about the using of persuasive techniques based on the type of those techniques are used in advertisement of Colours magazine and those functions. Litosseliti (2010: 52) said that qualitative research is concerned with structures and patterns and how something is, it also the theory was derived from textual (data).

Using descriptive because it describes more about what persuasive techniques and the function of each persuasive technique are used in advertisement of Colours magazine. As the statement from Lambert (2012)

The source of the data is the advertisements in Colours magazine that focus only on persuasive technique and each function of persuasive technique. Beside, the data in this research is Colours magazine in October 2014 edition. Colours magazine is the magazine from Garuda Indonesia airlines which is published every month. It discovers a fresh, new and luxurious aesthetic, along with a rich selection of insightful content and inspired photography. It has brand philosophy “diversity drives dynamism” means something different will push Garuda to continue moving dynamically into the future. Not only that, Colours magazine also discovers some advertisements. It promotes product, service or idea from Indonesia.

The instrument is one important thing to get the data. In this study, the main instrument is the writer herself since the writer collect, conduct and analyze the data based on the theory. Because the instrument of this research is the writer herself, she spends a great deal of time for observing advertisements to find the using of persuasive technique in Colours Magazine and describing those functions.

