#### **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) said that a descriptive qualitative approach need to be the design of choice when a straight forward description of a phenomenon is desired.

## 3.2 Data Source

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 aierlines 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.

#### 3.3 Research Instrument

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.

## 3.4 Data Collection

To get the data that is needed by the writer from the advertisement in Colours magazine, there are some steps that are done to complete the data. First, the writer finds and downloads Colours magazine from internet. Second, the writer reads and looks for the advertisement in Colours magazine that concerned to the persuasive technique. Third, after looking for the advertisement in magazine, she prints out the advertisement of Colours magazine. The Last, she identifies word by word, phrase by phrase and sentence by sentence the using of persuasion.

#### 3.5 Data Analysis

Afer colleting the data, the writer classifies and analyzes the data based one these steps:

- She clasifies the type of persuasive technique used in Colours magazine and explains the persuasive technique based on the theory.
- 2. After explaining the type of persuasive technique, the writer interprets the function of each persuasive techniques used in advertisement of Colours magazine.
- 3. She discusses the whole of the data to find the result. Finally, she concludes from a result of analysis.