CHAPTER III

RESEARCH METHOD

3.1 Research Approach

In this study, the writer uses descriptive qualitative approach, since the data which is going to be analyzed are language, music and picture in Smartfren advertisement. It is not describe or discuss about statistic and word for quantity. Daymon and Holloway (2002:14) stated "Qualitative research focuses on words rather than numbers, although occasionally numbers are used to indicate the frequency that a theme is found in transcripts or the extent to which a form of action occurs". It means that qualitative research is description of data in the form of words; that is not focus on statistic discussion. Moleong (2013:6) also explained that qualitative research is a research which has analysis procedure; it is not uses quantitative analysis procedure. So, this method is appropriate for this research.

3.2 Technique of Data Collection

3.2.1 Source of Data

This research uses Smartfren television commercials which contain of picture, music (jingle) and speech or writing as the object data. The writer takes the data at official site of Smartfren (http://www.smartfren.com). It is an official site that provides all of information about Smartfren Telkom,Inc. It starts from the company, the products and service, gallery, customer service, promotion of the products and others. The writer also searches the data through www.youtube.com to make sure that the data are valid. www.youtube.com is a popular video website

where people can share, download, and watch the video freely. Both of sites become the main data source in this research.

3.2.2 Research Instrument

The key instrument in this research is the writer itself. Moleong (2013:168) said that a researcher is a planner, the data collector, analyser, the data interpreter, and the reporter of their research. It means that the writer is the tool that uses to conduct this research. However, the writer needs other tool in doing this research such as books.

3.2.4 Research procedure

In collecting the data, the writer does not involve in the advertisement. The writer applies some steps to obtain valid data. There are some steps do by the writer:

1. Searching for video recording file of Smartfren television commercial in www.youtube.com and www.smartfren.com.

2. Selecting advertisement which contain of advertisement's mode (picture, music, and speech or writing)

3. Downloading the advertisement and save the data in a disc.

4. Finding the related study.

5. Transcribing the data into text form.

3.3 Data Analysis

In analyzing the data, the writer carries out some steps. They are bellow:

1. Classifying the data into picture, music and speech and writing.

2. Describing the music and pictures scene by scene based on the video of Smartfren Television commercial.

3. Analyzing the mode of advertisement used Guy cook theory.

4. Classifying the speech and writing based on seven persuasion technique by Gorys Keraf.

5. Analyzing the data which had classified and discussed it clearly.

6. Then, summarizing the research finding and the previous chapters to make conclusion.