

CHAPTER III

RESEACRCH METHOD

3.1 Research Approach

The researcher applies descriptive approach in this research. The data are focused on the utterances through models in POND'S Cosmetic Advertisement. The researcher collects her data in the form of words, not in numerical. This research also uses discourse analysis because researcher wants to know how the language is used to persuade consumers. The data was taken from the model of utterances during the promotion POND'S cosmetic.

3.2 Data Sources

This research took the data sources from some products of POND'S products such as pond's white beauty , Pond's Flawless Expert BB+, pond's acne clear white 10 in 1 facial foam, pond's pure white facial foam, and pond's double action. The researcher of this research finds out all the advertisements of POND'S products from the official site of and POND'S and (<http://en.youtube.org/you/Pond's>).

Then, she decides to download the video advertisements of POND'S using the [youtube downloader](#). It is an application for downloading video from www.youtube.com easily.

3.3 Data

The data have taken from the advertisements through utterances of models by POND'S Cosmetic in Television Advertisement.

3.4 Data Collection

The original and valid data collection, researcher took the words commonly used by models to promote the goods by Search on YouTube convert it into text form, understand the significance and systematically organize the data based on the research problem.

3.5 Data Analysis

Data analysis in descriptive research was processing analysis. For the first research question, the researcher made sentence classification based on the categorization of persuasion technique. It found that the model of POND'S using some of the techniques of persuasion. In the used of persuasion techniques, the model used several ways to persuade the audience. Like to made a statement as evidence to justify the quality of the product, take the same condition also customize their condition and provide a positive influence in their minds, show other products cannot be accepted and convince them that they were suitable for the selected product, show some facts and then persuade the audience to vote products with high intonation to made them not think twice to choose a product, and made a statement to inform the audience that the product was acceptable to everyone.