CHAPTER III

RESEARCH METHODS

This chapter consists of five parts: (1) research approach, (2) data sources, (3) data, (4) data collection, and (5) data analysis.

3.1 Research Approach

The researcher applied qualitative approach in this study. The data were focused on the speech and utterances through models in MAYBELLINE and L'OREAL Cosmetics Advertisements. The researcher collected her data in the form of word. Thomas (2003:1) states, "qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter." This means that qualitative researchers study things in their naturalsetting, attemting to make sense of, or interpret phenomena in terms of meanings people bring to them.

From the statement above, that qualitative research has many approaches that focus in the subject naturalistically. In the same way, qualitative research was the study to describe the phenomena that happens in terms of the people. Qualitative reasearch also did not need statistic generalization, but contain a form of description of events.

3.2 Data Sources

This study took the data sources from some products of Maybelline and L'Oral Cosmetics advertisements on the internet. The researcher of this study

found out all the advertisements of Maybelline and L'Oreal's products from the official site (http://en.youtube.org/you/L%27Or%C3%A9al) and (http://en.youtube.org/you/Maybelline). Those site consists of all about the products, video advertisements, and the models who is hired by Maybelline and L'Oreal cosmetics advertisement. Then, she decided to download the video advertisements of Maybelline and L'Oreal using the *youtube downloader*. It is an application for downloading video from www.youtube.com easily.

3.3 Data

The researcher of this study analyzed the usage of persuasive technique in the Maybelline and L'Oreal Cosmetics Advertisements. The researcher took one advertisement of the products of Maybelline was Baby Lips. Then, she took two other products advertisements of L'Oreal they are; L'Oreal Infallible and L'Oreal Total Repair Five Conditioner.

The data will be analyzed based on the pictures of the advertisement, the intonation and the choice word which use in the advertisement, and also the movement of the models who is presented the product of Maybelline and L'Oreal cosmetics advertisements. The data also study about the word choice from speech and utterance which transcript as a sentence that convey persuasive forces in those advertisements.

3.4 Data Collection

In collecting the original and valid data, the researcher took the common English words utterances transcription from the Maybelline and L'Oreal Cosmetics television advertisements by search on youtube, changes it to text form, understands the meaning and arranges the data systematically based on the problem of study.

3.5 Data Analysis

Data analysis in qualitative research was emphasized on a process and on going analysis. In analyzing the data, the researcher identified and classified using several steps. First, the researcher classified and identified the common English words. Second, the researcher analyzed the data based on the technique of persuasion theory.

For the first research question, the researcher made sentence classification based on the categorization of persuassive technique. The researcher analyzed utterance in each model's speech on the advertisements, classifies it into the classification persuassive technique, explains why it should be, examines what clssification of persuassive technique is mostly appeared and explains how it is performed. for the second research question, still the researcher uses the finding of the first research question to determine the purpose.