CHAPTER III

RESEARCH METHODS

This part discusses the methodology of the research. It consists of research design, subject of the research, research instrument, data and data sources, data collection, data analysis and research time frame.

3.1 Research Design

In this case study, related the research problem, the researcher uses the qualitative descriptive approach to analyze this case. As Mack et.al.. (2003:1) said that qualitative research methods is a type of scientific research. It because the researcher analyzes the data based on Paul Grice, theory implicature. Qualitative research have some characteristic; seeks answer to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that were not determined in advance and produces findings that are applicable beyond the immediate boundaries of the study (ibid).

In the spite of this, as Wolcott (1994) in Creswell (2003:208) said that qualitative research is fundamentally interpretive. Means that the researcher makes an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusion. Then, the writer takes the theory of qualitative research from Wolcott to analyze this case study.

3.2 Research Instrument

In this research, the instrument will be the writer, because the writer is the primary instrument for analyzing and collecting data. As Miles and Huberman (1994:7) in Dornyei (2011:38) said that the researcher is essentially the main 'measurement device' in the study. Further, Haverkamp (2005) in Dornyei (2011:38) said that in qualitative research, the researcher's own values, personal history, and 'position' on characteristics such as gender, culture, class, and age become integral part of the inquiry.

Therefore, the writer put herself in the primary instrument. Then, the writer uses certainly her ideas or brain, personal computer and internet connection to collect and analyze the data.

3.3 Data and Data Sources

The data will be the phrase, clause and sentence. And data sources divided into two categories: primary data and secondary data.

3.3.1 Primary Data

Primary data are those which are collected afresh and for the first time and thus happen to be original in character or to be originally collected (Kothari, 2004: 95). Therefore, the primary data in this case study is all slogans which taken from commercial airline advertisements operated in Indonesia.

3.3.2 Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process (ibid).

Therefore, the secondary data are taken from some books and journals which are related with this case study and to help the writer for detecting and interpreting the data, such as one of books by Gillian Brown and George Yule (1996), Malcolm Coulthard (1985), etc.

3.4 Data Collection

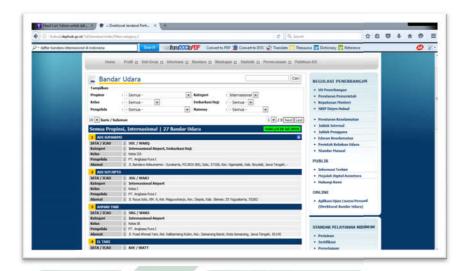
For analyzing the case study, the writer need to collect the data before doing investigating. It can make the writer doing the investigation of the study easier. As Ritchie and Lewis (2003: 110) said:

"... the extent to which the structure and coverage of data collectioncan usefully be envisaged or planned in advance will vary depending on the specific purposes of the study."

The data collection conducted with the following steps:

3.4.1 Searching the Kind of International Airports

The writer searches where and what are the kinds of airport that has standard of international airport in Indonesia onone of believable website in the internet, means that website is official and the time and date published is present recently. Such as on http://hubud.dephub.go.id published on July 14, 2016 and retrieved on July 14, 2016. There, already published what kinds of international airport that operated in Indonesia.



3.4.2 Tabulating the Kind of International Airports

Knowing what kinds and where are the international airport in Indonesia.

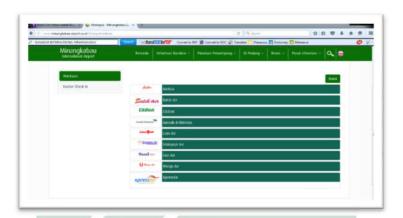
Then, the writer collect them as some parts in table, such collect kinds of international airport.

NO	NAMES OF	POSITION
	INTERNATIONAL AIRPORT	
1		
2		

3.4.3 Searching the Kind of Commercial Airlines

After knowing what the international airports are in Indonesia, the writer searches the airline's commercial which is operating in that airport in each official websites of airport. Then, collect them in the table. Such as one of official website of international airport in province ofwest Sumatra exactly in

Padangcityhttp://www.minangkabau-airport.co.id retrieved of July 14, 2016. There, has already what kinds of commercial airlines that operated.



When all the names of airline commercials are collected. To avoid the same name of commercial airlines in each international airport, the writer assemble them become one or to locked them of from double same name of commercial airline which is active, the writer select them one by one. So, the writer can know what the commercial airlines are regularly.

3.4.4 Searching of Each AirlineOfficialWebsites

Last, after knowing the airline commercial which is active or still operating in those international airports. The writer search in each official website of the airline commercial which is still operating to know the slogan, then collect them such in a table. Such as on the official website of airline commercial, Batik Air. http://lionair.co.id copy right 2016 and retrieved April 7, 2016.



Table example of slogans in each commercial airlines:

	NO	NAMES OF	SLOGAN
1		COMMERCIAL AIRLINE	
Ш	- 1	/	
	1		
,			

3.5 Data Analysis

Data qualitative analysis is to develop and follow certain principled analytical series without being tied by the compulsion of the procedures and immolate, the researcher is creative liberty of interpretation (Donyei, 2011:142). In other word, to analyze the data of this study, the writer should investigate by her own interpretation as a theoretical bases that has already discussed.

Meanwhile, after collecting the data, the researcher will analyze the data of this study case by conducting with the following steps:

3.5.1 Tabulating the Kind of Slogans

To answer the one and only the question of this study. First, to make easier investigating the writer assembles the slogans of airline advertisement in the table that has taken from international airport.

NO	NAMES OF COMMERCIAL AIRLINE	SLOGAN
1		

3.5.2 Analyzing the Context

Before knowing the implicature of those slogans, the writer analyze the context of each slogans as discussed in theoretical base of context according to Hymes. As the example below is analyzing of the context of the text from Lion Air's commercial airline:

Slogan: 'We make people fly'

<u>Setting</u>: This slogan is taken by the writer from the official website of Lion Air; http://lionair.co.id. There, has already shown that the copyright is on 2016. And this retrieved by the writer on April 7, 2016.

<u>Participant</u>: The participant of this slogan is include the corporate as the addressor or as the writer and the customer as the addressee or as the reader. The customer here is also the writer.

<u>Purposes</u>: This slogan created is more than informing but convincing or catching the attention of the customer or people to use the Lion Air company's product. Such as the spreading in their official website, the corporate try to make the

people believe that they can make the people fly with their commercial airline and also always prioritize the safety, security, and quality.

<u>Topic</u>: Advertisement.

<u>Key</u>: There is no intonation of sound or gesture in this slogan, because this slogan is forming as a text.

Channel: The channel is written.

Message form: As they showed in their official website, the corporate of Lion Air is commonly known is the low-cost airlines or law cost carrier. Therefore, they make that slogan in their product brand that is in commercial airline.

3.5.3 Interpreting the Implicature of Slogans and Categorizing the Slogans

After knowing the context of each slogans. The writer developed the description of slogans through interpreting all the slogans which are implicatures implied in the data of slogans based on implicature of theoretical base and directly categorize them into kinds of implianture. For example from the slogan of Lion Air above:

Knowing the context above, the writer can interpret the implicature which is implied in Lion Air's slogan. That slogan if we give it the meaning just like in common, the meaning is being the corporate of Lion Air is making people fly. How can people fly? Fly is commonly used by bird that has wings to fly, but the context here is human or people that in fact there has no wings to fly. That something must be more than just what the words mean. Then, the writer should see from the other side, such inside of economy. As found in context of this slogan above, the writer know that in massage form, the corporate of Lion Air

commonly known is the low-cost airline. From the reason of low cost, they try to convince the people by their slogan *we make people fly* means that anyone now can fly with their commercial airline because people will pay with low-cost.

Slogan: 'we make people fly'

Implicature: [The Company give the easier way to people for flying by using their brand airline.]

As we know in the discussing of implicature that slogan was categorized into particularized conversational implicature. Because to assumed the meaning of slogan, the reader needs the additional knowledge that already explained above.