

CHAPTER III

METHOD OF THE RESEARCH

In this chapter presents the methodology uses to analyze the data. At first explains the approach for the research. Then, describes the data and the data source which used by her in the process of doing the research. Finally, this research presents the data collection and data analysis.

3.1 Research Approach

This research uses qualitative approach. Since this research attempted to describe the linguistic phenomena found in the cosmetic advertisement. It is focused on sentence meaning and intended meaning found in cosmetic advertisement in magazine. Thus, this research uses a qualitative approach. Qualitative analysis does not draw on a large, well-established body of formal knowledge from mathematics and statistics (W. Lawrence Neuman, 2004: 320). It means that in qualitative descriptive research, the data collected is in the form of words, there is no numbers.

3.2 Method of Data Collection

3.2.1 Instrument

The key instrument of this research is the researcher herself. It means that analyzing the data, distributing the questionnaires, to study sentence meaning and intended meaning done only by her. It parallels to Arvin (2012),

a research instrument is a survey, questionnaire, test, scale, rating, or tool designed to measure the variable(s), characteristic(s), or information of interest, often a behavioral or psychological characteristic.

3.2.2 Data and Source of Data

The source of data is *Her World* magazine. The data of this research are sentences contained the sentence meaning and intended meaning taken from cosmetic advertisements. The data are from five different cosmetic products that found in *Her World* magazine, March 2013 edition. This magazine accessed on <http://magazine3k.com/magazine/for-women/86329/her-world-singapore-march-2013.html> accessed on March 9, 2013 08:47 am.

3.2.3 Data Collection

In collecting the data, the researcher downloads *Her World* magazine, March 2013 edition. First, the researcher collected all of the cosmetic advertisements in the magazine. After all data had been collected, the researcher chose five advertisements that the sentences assumed to have effect which convince so the reader will interested and list each sentence. Then, in order to know the effect of that sentences used in cosmetic advertisement, the researcher distributed some questionnaires to 25 respondents. In choosing the respondents, the researcher sets some criteria. Firstly, the respondents must be women. Lewis states that adulthood begins at age 20, 25 or even later. He further explains that ages 20-40 are known as early adulthood (2002: 5-6). The respondents also interested in cosmetic product. Remembering that the

magazine is all in English, so the researcher chose the respondents who are understand in English. It means they can read English and understand the meaning. Thus, hopes that the criteria above will help in getting qualified respondents in contributing her research.

3.3 Procedures of Data Analysis

After getting the data, in this case, the sentences which are stated on the cosmetic advertisement, the researcher used the data for analysis. First, the researcher read the advertisements to choose only the sentence that assumed to have effect which convince to the readers. Then, examined the sentence meaning and intended meaning of the sentences based on speech act theory.

Second, the researcher distributed some questionnaires to 25 respondents, whose criteria have been mentioned before. These questionnaires use one of types of questions, which are closed questions. In Foddy's view, closed questions produce answers that are much easier to computerize and analyze (1993: 128). These questionnaires were used in order to know the effect of the sentences in the cosmetic advertisements to the readers. The result of that questioner was tabulated and the results of tabulating are discussed.