

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter consists of some aspect that related research methodology. There are research approach, method of data collection, and data analysis.

#### 3.1 Research Approach

This study is descriptive qualitative research attempted to describe the linguistic phenomena found in advertisements in the *Jawa Pos*, Saturday April 28, 2012. It is focusing on the classes of illocutionary act. The sentences of advertisements are analyzed based on the classes of illocutionary act with using Searle's theory (Coulthard, *ibid*) that divided five classes, they are: representatives, directives, commissives, expressive, and declarations. It is considered as a descriptive method because it describes the classes of illocutionary act. In addition, this study uses qualitative approach because the data are in form of sentence not in the form of numeric data. Moreover, this study does not start with a hypothesis, so, it considered as a qualitative approach.

#### 3.2 Method of Data Collection

There are some sub headings in method of data collection. There are data and source of data and procedures.

### **3.2.1 Data and Source of Data**

The data of this study are sentences taken from advertisements in the *Jawa Pos*, Saturday April 28, 2012. The sources of data are advertisements in *Jawa Pos*, Saturday April 28, 2012.

### **3.2.2 Procedures**

In collecting the data, advertisements taken from *Jawa Pos* on Saturday April 28, 2012, as sources of data, was cut. And then, sentences in advertisements as the data is classified based on the classes of illocutionary act.

### **3.3 Data analysis**

There are some steps to analyze the data. Here they are:

1. Firstly, find some advertisements taken from *Jawa Pos* on Saturday April 28, 2012 to analyze.
2. Secondly, identify of the utterances of advertisements based on the classes of illocutionary act.
3. Thirdly, translate the utterances of advertisements in Indonesian language into English language. But, there are some utterances in advertisements were used English language.
4. Then, analyze the utterances of advertisements are analyzed based on the classes of illocutionary act using Searle's theory (Coulthard, *ibid*) that divide five classes, they are: representatives, directives, commissives, expressives, and declarations.

5. After that, conclude each advertisements from analyze the data that based on the classes of illocutionary act.
6. Then, classify each utterances in advertisements from analyze the data in the table form.
7. Lastly, find out the most frequent the classes of illocutionary act which occurred in advertisements in the *Jawa Pos*, Saturday April 28, 2012 with uses the table.