# CHAPTER III
# RESEARCH METHODS

## 3.1. Research Design

Marczyk, DeMatteo and Festinger (2005:123) states that generally there are three types of research designs primarily on the strength of the design's experimental control. They are experimental, quasi-experimental, and nonexperimental design. If a random assignment is used, the research is considered to be experimental design. Since this research does not use any assignment to the data, it is involved to nonexperimental or also known as qualitative research design.

Basically, any research design uses any type of data collection method either quantitative or qualitative data. In this thesis, considering the data are in the form of words, the descriptive qualitative approach was used in conducting this research. In addition, the qualitative research is more suitable for this study because it can describe systematically the fact and characteristics of the data (2005:147).

## 3.2. Sources of Data and Data

The source of the data comes from Herbalife catalog. They are the top 20 bestselling products of Herbalife based on the data from https://onlinemlmcommunity.com/the-top-20-herbalife-products-of-all-time/. While the data of this research are the words, phrases and sentences of Herbalife health product advertisements indicating persuasion.

## 3.3. Data Collection Technique

The data of this research was collected by doing some steps as follow:

a.  Downloading the digital catalog of Herbalife from the official website on February 22nd, 2017 through the link below:
    http://products.herbalife.com/product_catalog

b.  Reading the advertisement texts on Herbalife catalog thoroughly

c.  Listing the data containing persuasion techniques

d.  Making some categories of persuasion techniques that were found in the advertisement texts

## 3.4. Data Analysis

Since the data were ready, the analysis was conducted by investigating the words, phrase and sentences indicating the persuasion. Firstly, the lexical choice (Cockcroft and Cockcroft:1992) of the data were analyzed by searching the meaning in the Cambridge Advanced Learner's Dictionary 3rd Application. The meanings of some lexical choices then were linked to other words that were considered to convince the catalog readers. Next, from the meanings and the sentences of the advertisement texts, it could be classified into the appropriate category of the persuasion techniques based on the theories of Sean Brierley (2002) and Max Sutherland (2008). Secondly, to find out how the way of implementing the persuasion techniques, besides by using the indicators of the lexical choices, it was also revealed by analyzing the cohesion devices in the advertisement texts. The analysis was accomplished by using the theory of Cohesion by Halliday and Hasan (1976).