

## **CHAPTER III**

### **METHOD OF THE RESEARCH**

In this chapter, the researcher describes four sections. The first section is the nature of the research. Then, the source of data explains in detail about the selection of data. Data is the next part and describe two steps, are technique of data collection and data analysis. They are classified below:

#### **3.1 The Nature of the Research**

This research is naturally qualitative. It means that this research does not analyze the data in the forms of number (or numeric) but they are in the forms of words, sentences, or utterances which are spoken by the speaker (producer) to express his or her intended meaning to the hearer (receiver). At the same time, this research is descriptive qualitative because this research analyzes the data by explaining the data in details. As Bogdan and Biglenin Sugiyono (2013:21) say that qualitative research is descriptive. Form of words or pictures are used to collect the data rather than number. Similar to narrative form, they often try to describe and contain quotation what a particular situation or view of word. Aryet.al (2010:29) also says that the qualitative inquirer deals with data in the form of words, rather than numbers. From this statement, it is clear that qualitative research is used in this research because this research explains about the form of words, sentences, or utterances by speaker (producer) to hearer (receiver).

The descriptive research method is used in order to explain information. Ary (1990:381) states that descriptive research studies are designed to obtain information concerning the current and phenomena. For that reason, the researcher tries to find out speech acts and the utterances by the characters in Axis mobile cellular provider advertisement for doing the research.

### **3.2 The Source of the Data and the Data**

The source of the data of this research is in the form of recorded utterances of Axis mobile cellular provider advertisement. It is taken from watching youtube. Then, the data is all utterances in the advertisement containing speech act.

### **3.3 Technique of Data Collection**

In collecting the data, the researcher presents the procedure of data collection. First, selecting the version of advertisement, then downloading the video by you tube. After that, the researcher watching the advertisement and transcribing the conversation and lastly is translating the utterances in advertisement.

#### **3.3.1 Selecting the version of Advertisement**

There are many versions of “Axis” advertisement in the media (electronic or form). Because of that, the researcher limits the data into 5 (five) versions and picks up the action and the speech uttered.

### **3.3.2 Downloading the Video Advertisements**

After selecting the advertisements, the researcher takes the advertisement by download from youtube. You tube is one famous of website that everyone can find many kinds video, such as, film, movie, song video, etc.

### **3.3.3 Watching the Advertisement**

After selecting the data, the researcher watches the “Axis” mobile cellular provider advertisement. The writers watches the advertisement carefully and thoroughly in order to know and understand the utterances of the story without the script in the advertisement.

### **3.3.4 Transcribing the conversation in the video Advertisements**

After watching the advertisements well, the researcher must transcript the script because there are no the script in the advertisements. That is important thing because is the manner to analyze the speech act and utterances of characters used in the advertisements.

### **3.3.5 Translating the Utterances of Advertisement**

Before doing the research, the utterances that include speech act or utterances used in advertisement must into English but the advertisements are Indonesian. So the researcher translates them in Indonesian into English.

## **3.4 Technique of Data Analysis**

After translate the data, the research identifies the speech act and utterances of advertisement based on the classes of speech act. The utterances of

advertisements are classified using Searle's theory of speech act. It has three classes. They are locutionary act, illocutionary act, and perlocutionary act. And also describes the utterances based on Vanderveken's theory of type sentence. They are declarative, conditional, imperative, interrogative, and exclamatory sentences. Lastly, classify each utterance of advertisements in the table form and find out the speech act.

After collecting the data, the researcher begins analyzing the data. The data obtained from the collected data. To analyze the data, it gets steps. They are describing the kind of speech and action uttered by the producer (the speaker) and the receiver (the hearer). And then explaining how utterances used in "Axis" mobile cellular provider advertisement.

The researcher analyzes the speech acts in the utterance spoken in the advertisement for analyzing the data. Below is dividing into several steps:

