

CHAPTER III

RESEARCH METHOD

This chapter discusses about the methodology that going to be used in doing this research. There will be some explanations of the way in which this research is done in three parts. They are the research approach, data collection and procedure of data analysis. Such as research approach, source of data, procedures in collecting the data, and also the method of data analysis.

3.1 Research Approach

According to Creswell (2003: 208) in the developing of the procedures of research methodology, the method of mixing both quantitative and qualitative research approach in a single study becomes a new method of research approach in this present time. Moreover, this method is developing in part to meet the need to create understandable design out of complex data and analysis. Hence, in conducting this research, the quantitative and qualitative approaches were used. The quantitative research approach was used since this research analyzes figures of speech including the ellipsis used in Coca cola slogans and counting the frequencies and percentages of them. In addition, the qualitative approach was also used because this study attempted to describe the linguistics phenomena in Coca cola slogans covering how the figures of speech used in the slogans. Therefore, the data was taken from the form of the words or in written form and a description of the types of figures of speech used in Coca cola slogans was provided. This research also showed the intended meaning of each Coca cola slogans.

3.2 Source of Data

For the analysis, the data which is twenty four Coca cola slogans, from en.wikipedia.org was taken. For the data analysis, the data were taken in the form of written advertisement, and stated in English, due to translation of

Indonesian advertisement to English advertisements or vice versa would change the style of the language used in advertisements and it could eliminate their originality.

They were:

1. 1922 - Thirst knows no season.
2. 1927 - Pure as Sunlight
3. 1929 - The pause that refreshes.
4. 1932 - Ice-cold sunshine.
5. 1937 - America's favorite moment.
6. 1938 - The best friend thirst ever had.
7. 1938 - Thirst asks nothing more.
8. 1939 - Coca-Cola goes along.
9. 1939 - Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.
10. 1945 - Passport to refreshment.
11. 1947 - Coke knows no season
12. 1957 - The sign of good taste.
13. 1976 - Coke adds life.
14. 1989 - Can't Beat the Feeling.
15. 1991 - Can't Beat the Real Thing.
16. 1993 - Always Coca-Cola.
17. 2001 - Life tastes good
18. 2007 - Live on the Coke Side of life
19. 2009 - Open Happiness
20. 2010 - Twist The Cap To Refreshment
21. 2011 - Life Begins Here

3.3 Instruments

The writer was the main instrument in this research. The writer collected, classified, analyzed the data and made the final conclusion of the study.

3.4 Method of Data Collection

In collecting the data, several procedures were used. Firstly, the data was mainly taken from en.wikipedia.org. After getting the data, the slogans were read and tried to be found out which slogans contained figures of speech by determining the slogans in every statement. Next, the data containing figures of speech was transferred into the research paper in order to be analyzed one by one.

3.5 Method of Data Analysis

In analyzing the data in order to find the figures of speech of each Coca Cola slogan, these following steps were used. First, each slogan was identified and numbered based on the year that they were published and predicted the full sentences for the ellipsis slogans then put them in the table (Table3.1). Next, the type of figures of speech contained in each of it was analyzed. After that, the types of figures of speech were identified from the first slogan up the last one using the figures of speech theory in Chapter two and put it in table 3.2

Table 3.1 Numbered Slogans and possible full sentences for the ellipsis slogans

Slogan's Number	Slogan	Published Year	Ellipsis	Full Sentence Slogans
ELIPETED SLOGANS TOTAL				

Table 3.2 The Figures of Speech Occurred in Coca cola slogans

Slogan's Number	Slogan	Figures of Speech					
		P	Si	Mo	Hy	VI	Sy
Total							

P	Personification
Si	Simile
Mo	Metaphor
Hy	Hyperbole
VI	Verbal Irony
Sy	Synecdoche

In order to describe the intended meaning of each slogan, the following steps were used. Firstly, the Coca cola slogans one by one were read. Then, the co-text context of each slogan was tried to find. Next, the background knowledge (schemata) and theory of intended meaning that could be seen in chapter two were also used. Finally, the intended meanings of the slogans were interpreted using those instruments (co-text and schemata).

In this research the co-text context tried to be found by finding the proper meaning of each word that could be found in one slogan. It was because there was possibility that one word could have more than one meaning. In short, the most appropriate meaning among other meanings that possibly occur in each slogan becomes the consideration.

