

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

The approach of the present study is a qualitative method. According to Bodgan (1982), qualitative method is a research procedure which observes the data which is written or spoken words from people and also includes their behaviour. Qualitative research stresses on the subjective truth since qualitative researcher believes that there is an implied meaning behind human's behavior as their thought, feeling, and perception (Burns, 2000). Qualitative is the suitable approach for this study because each data interpreted and classified in language features by Goddard.

Numeric results should be interpreted further, and for interpreting them the writer needs qualitative considerations especially for determining the most frequent words. The result of the data collection using qualitative approach used in this study is to know the differences and similarities of language feature used in online shop advertisement.

3.2. Population and Sample

According to Walliman (2006: 75), a population in research does not necessarily mean a number of people. Population is a collective term used to describe the total quantity of things (or cases) of the type which is the subject of study. Therefore, a population can consist of objects, people or even events (e.g.

Schools, miners, revolutions). Related to those definitions, the populations in this study taken from Honda motorcycle and Yamaha motorcycle advertisements in online shop “toko bagus”, starting from January until July 2013. The writer chooses that period because during that time motorcycle sales figure in Indonesia increased 6,46% (AISI). Honda motorcycle sales figure in Indonesia get 59,91%, that number defeats another motorcycle sales figure, whereas Yamaha in second place with 32,49%. (motorplus-online.com). That data influenced by Eid Mubarak moment. Obviously, the advertisement is open for everyone who wants to sell their products and has an account on this web.

The writer used purposive sampling to analyze the data. Purposive sampling is a type of non probability sampling in which the units to be observed are selected on the basis of the researcher’s judgment about which ones will be the most useful or representative. (babbie 2007: 184). Based on the purposive sampling, the writer gets the sample which consists of two different classifications: new and second-hand products used in Honda motorcycle and Yamaha motorcycle advertisements in “toko bagus”. Furthermore, this study just takes fifteenth advertisement for the sampling. As written above, that sample will be more representative for this study.

3.3 Technique of Data Collection

In this study, the writer took primary data in “toko bagus”. The primary data are collective data that have not been previously published. It means that this study is an original study and collected at the source, for example in marketing, it

is information that is obtained directly from the first-hand sources by means of surveys, observation or experimentation. The data that the writer collected had not been collected before. They are originally first-handed.

To obtain the data, first the writer opened www.TokoBagus.com. In home of online shop appeared some categories; the writer chose motorcycle categories for the object. Furthermore, the writer chose Honda motorcycle advertisement and chose new product categories. In the option of the date advertisement, the writer chose January until July 2013. Second, fifteenth advertisements were taken with random. The data were saved to .PDF file so that the writer was easy to analyze. For the last step, the writer chose second-hand categories and took fifteenth advertisements from January until July 2013 with random way too. The steps to collect data from Yamaha advertisements are the same as the steps to collect the data from Honda advertisements.

3.4 Techniques of Data Analysis

In analyzing the data, the writer applies three steps. First, the writer classified all of the Honda motorcycle and Yamaha motorcycle advertisements in two groups. Second, the writer counted and classified the words which appear in those advertisements into the table. Third, the writer put the result in a note, and compared the differences and the similarities data between one group with the others, so the writer would find the differences and similarities of language feature used in online shop advertisement.

The total of the data is sixty; each group has thirty advertisements. “Normally, to make comparison between groups in such a quantitative study, it is required to have an at least 30 participants in each groups” (Groom & Littlemore, 2011). Hereby, the whole of data was analyzed, thirty from Honda and thirty from Yamaha.