

CHAPTER III

METHOD OF THE STUDY

3.1 Research Approach

This study is mainly focused on the use of stylistic features in Sampoerna A-Mild advertisements. Since the writer analyzed and explained the data not in the form of numbers but in the form of words, it is obvious that she used qualitative method. Punch (1998:59) stated that qualitative data could be defined as empirical information about the word, not in the form of numbers. Besides that, the data are analyzed without using statistics. In addition, the data, then, are collected, arranged, analyzed, and explained by using theories of stylistic features, that is Sound Pattern, Imagery, and Figure of Speech.

3.2 Population and Sample

The population of this study is Sampoerna A-Mild advertisements. The writer chose Sampoerna A Mild advertisements rather than other cigarette advertisements because since 1998 Sampoerna A-Mild has made an innovative movement in the world of advertising that is by creating unique advertisements. As have been agreed, cigarette advertisements are prohibited to show the cigarette package, the smoking person, and an invitation to start smoking. Thus, cigarette producers have been forced to think creatively in finding the best way to communicate their products. As a result, Sampoerna A-Mild initiated to use some unique words and phrases to communicate their products as well as attract

consumers to buy their products. Here, Sampoerna A-Mild advertisements had uniqueness in its language compare to other cigarette advertisements.

In this study, the writer took twelve advertisements of Sampoerna A-Mild from 2001 to 2002 as the source of her data. The reason of choosing this year is to make a limitation, thus, the research can be focused. Moreover, it is to specify the sampling technic. During 2001 to 2002, Sampoerna A Mild produced fifteen advertisements. However, the writer took only twelve advertisements as the sample of her data since those twelve advertisements have stylistic features. Due to the various kinds of media used by advertisers, the advertisements chosen are taken from printed media, especially from pamphlet. The writer found that the advertisements of Sampoerna A-Mild seems to be produced mostly through printed media such as newspaper, magazines, pamphlet, etc rather than electronic media, such as television, radio, and so on.

3.3 Technique of Data Collection

In collecting the data, first the writer read the whole Sampoerna A-Mild advertisements from 1998-2005. Second, the writer chose the year of the advertisements produced as the sample of this study. Third, she selected the advertisements that have stylistic features as the main data during the analysis. In short, the steps of data collection are:

1. Reading the whole advertisements text.
2. Choosing the year of the advertisements produced.

3. Selecting the advertisements that have stylistic features, then kept them as the data.

3.4 Technique of Data Analysis

After collecting the data, the writer did some steps to analyze the data. First, the writer found out the stylistic features in each advertisement taken. Next, she analyzed the stylistic features found in the data based on sound patterns, imagery, and figure of speech. The third step was to find out stylistic features that most and least dominant used in Sampoerna A-Mild advertisements. Finally, the writer made conclusion from those findings. The steps of data analysis are:

1. Finding out the stylistic features in each data.
2. Analyzing those stylistic features based on sound patterns, imagery, and figure of speech.
3. Finding out the stylistic features that most and least dominant used.
4. Drawing a conclusion.