

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

In conducting this study, the writer uses descriptive qualitative method to analyze the data because the data is not analyzed statistically as in quantitative research but by explanation. As Punch says that in qualitative approach the data obtained is not in the form of numbers but in the form of words (Punch, 1998: 61). There are some characteristics of qualitative research based on Stainback: intensive, careful recording of what happens in the setting, analytic reflection on the documentary records obtained, and reporting the results by means of detailed descriptions and interpretative commentary (Stainback, 2003). The writer considers qualitative approach is suitable to conduct the research because it is concerned with observation, description, and interpretation factual phenomenon. Because the aim of the study is to explain and analyze types of figures of speech, the approach is used to describe the types of figures of speech and why certain types of figures of speech are mostly used.

3.2. Population and Sample

The data of this study were taken from skin care advertisements on television. The writer chose skin care advertisements to conduct the study because they often appear on television. The data for the study derived only

from products which are applied externally to the skin such as moisturizer, soap, whitening, body lotion, body scrub, facial foam, anti-aging cream and anti-fungus. It is assumed that by using the products, people will have a good appearance. They will not only have beautiful skin but also healthy skin. The writer found 19 skin care advertisements that contain figures of speech from 34 skin care advertisements. They consist of 2 moisturizers, 4 soaps, 3 whitenings, 3 body lotions, 1 anti-aging, 3 body scrubs, 1 facial foam, 1 anti-fungus, and 1 facial treatment.

3.3. Technique of Data Collection

In collecting the data, the writer collected the data from advertisements on television and chose national television to get the data. Since there are many advertisements on television, the writer chose skin care advertisements on television and recorded them in the morning, afternoon and evening since those advertisements appear at those times. The writer used a cell phone to record the data in order to get clearer voice. Besides, the writer could listen and replay the data many times since it is portable. The advertisements were recorded from April, 16th to May, 16th 2009. Then, the writer selected the advertisements which contain figures of speech. In short, the procedures in collecting the data are:

1. Recording the skin care advertisements on television
2. Listening and transcribing the recording carefully

3. Selecting the advertisements which contain figures of speech
4. Classifying the data according to the types of figures of speech

3.4. Technique of Data Analysis

After collecting the data, the writer uses some steps to analyze the data. The first step is the writer focuses on the data that have been selected and read the data sentence by sentence. Then, the writer identifies the figures of speech found in the data. Next step is classifying the data to the types of figures of speech based on Keraf's theory: figure of rhetoric and figure of analogy in the skin care advertisements. Then, the writer puts all the figures of speech found in the advertisements in a table. From the table, the writer could find the type of figures of speech which is mostly used skin care advertisements on television. Finally, the writer interprets the data findings about how the figure of speech used in skin care advertisements on television. To sum up, the steps that the writer takes for the data analysis are:

1. Listening the recorded advertisements sentence by sentence
2. Identifying the figures of speech found in the data
3. Classifying the data according to the types of figures of speech
4. Presenting all the figures of speech found in a table
5. Finding the type of figures of speech which is mostly used
6. Interpreting the data findings
7. Drawing a conclusion