CHAPTER III

METHODOLOGY

The investigator must work out their research design to specify the types of information needed. A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Seltiz, 1976: 90).

The method of this research is descriptive studies. In this research I will describe the style characteristics of the language of advertising in female magazines according to the differences in age factor.

III.1. DATA DESCRIPTION (THE SAMPLE FOR ANALYSISI)

The data of this thesis are all advertising published in FEMINA and GADIS in the editions of May, June and July 1984. The advertising being taken as the sample for this study is the commodity advertising in Gadis and Femina magazzine. These two magazines are under the same company, but have different types of audience: who differ in terms of age and their main concern in life. FEMINA is the first and the only one magazine published every week, and its target audience is older women. GADIS is a magazine for the youth published every ten days and also have a high frequency of publishing. Advertising in Gadis is more

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various than in other magazines such as MODE, ANEKA, ANITA etc. in which that most of its advertisements are about clothes (T-shirt).

III.2. Technique of data collection

After the problem has been formulated specifically enough to indicate what data are required, the purpose of many surveys is simply to provide someone with information. This thesis is based on descriptive-qualitative research the methodes by which the data are to be obtained must be selected from various sources and constructions.

The basic idea of sampling are best made clear by a small model population and confining ourselves to what is called *simple random sampling* - a method of selection whereby each possible sample of n units from a population of N units has an equal chance of being selected, so that no unit can appear more than once in the sample (Mores & Kalton, 1971: 83). But I can not use this system because I use classification to choose the sample so to collect the data I use stratified random sampling.

Firstly, All data that have been collected, i.e. commodity advertising are classified according to the subject matter: clothes, cosmetics and women's needs, foods and drinks, cars and accessories. Then the data are analyzed in terms of the style used, as explained below.

III.1.3. Technique of data analysis

The technique of data analysis used in this thesis is the qualitative descriptive analysis. Qualitative data tend to be in the form of words, sentences and paragraphs rather than numbers. The data are in the form of words from documents, observation, transcript. The analysis proceeds by extrating themes or generalization from evidence and organizing data to present a coherent, consistent picture (Ibid : 323).

In this thesis, I will describe the kind of style that is used in these two magazines in the following steps: (1) The data are classified in terms of the subject matter; (2) The style issued in the above classification is analyzed and determined in terms of its type; (3) A Cross-comparison is done among the data of the similar style type. This is done to find out the percentage of style types used by the advertiser in many brands of commodity being analyzed. This will be presented in the form of Tables for case of reference. So, although the analysis is primarily descriptive in nature, it will also be presetented in the form of simple percentages.