

CHAPTER III

METHOD OF THE STUDY

Chapter three discusses about the research method, to seek the answer of the statement of the problem in chapter one. This chapter, consist of the research approach, the data source, technique of data collection, and technique of data analysis.

3.1 Research Approach

This study is directed to illustrate the Nasional Demokrat political ad in television in delivering the message through music, picture, speech and writing. The writer applies qualitative approach to process the data since the study focuses more on pictures, music, and speech, and the form of data is a video. Neuman (2004) defined qualitative research as research that relies largely in the interpretative and critical approach to social science in which its reports often comes with rich description and colorful detail. This statement is also supported by Maleong, (2007) he explained that qualitative research is the document has been obtained and analyzed (decomposed), compare and combined (synthesis) to form a systematic study result, coherent, and complete. So it is not just a documentary study collecting, writing and reported in the form of quotations about the number of documents reported in the studies, but the result of the analysis of these documents. Qualitative data analysis is the effort by work and organizing with the data, sort it into units that can be managed, search and find the

patterns, find what is important and what is learned and decide what can be communicated to other. So this qualitative approach to make us possible to conduct a research that concern with the subject or object to describe the phenomenon, that no need collecting statistical data. This approach requires a detail involvement in data collection.

To get a detail data and analysis the study, the writer uses online research and online books to support the data. The main source of the analysis is one of Nasional Demokrat political ads and Discourse of Advertising forwarded by Guy Cook.

3.2 The Data Sources

One Nasional Demokrat political ad is the main data of this study. In fact, there are several political advertising of Nasional Demokrat broadcast on television. Yet, to make it more focus the writer chose only one sample of Nasional Demokrat political ad under theme Gerakan Perubahan in Legal Aspect. One ad is considered adequate, remembering the study was considering the balancing of picture, music, and speech.

The source data of this study is taken from collection of Nasional Demokrat political ads. The writer took Andi Simangunsong version of Nasional Demokrat political ads as a sample data. This advertisement broadcasts on television and youtube since 2011. The writer believes that elaborating the way this commercial delivers the message by balancing the use of pictures, music, and speech, would show the effectiveness of message deliverance.

3.3 Technique of Data Collection

In collecting the data the writer used several steps. First step the writer searched for the video recording files of Nasional Demokrat political ads in website www.youtube.com. The writer chooses one of the videos, which merely uses actors and music themes using 'iklan Nasional Demokrat as a keyword, then the writer chosen one ad that the theme is 'gerakan perubahan' in Law aspect. The writer downloads the video recording of Nasional demokrat the duration 29 seconds the format is in video form Saved in video format.

3.4 Technique of Data Analysis

The writer applied the "Discourse of Advertising" forwarded by Guy Cook. The theory is used to maintain the analysis on one focus, so the extrinsic and intrinsic elements of the work are going to be analyze deeper. The writer emphasized the analysis on the textual properties of the advertisement to identify the aim of Nasional demokrat political the steps taken in analyzing data are: first separated into picture, music, and speech. After that the writer described the data based on the video recording of Nasional Demokrat political ads. The data is divided into scene by scene according to camera shots and speech transition. After dividing the data, the writer made a transcription of the speech from the video recording of Nasional Demokrat political ads. Next the writer analyzed the depiction by the principles of "Discourse of Advertising" by Guy Cook. The writer emphasized on the analysis of the textual of the Nasional Demokrat political

ad. Then the writer compared the result of the study of political advertising to identify the aim of Nasional Demokrat political ad. At the end, the writer made a conclusion of the whole study.

CHAPTER IV

DISCUSSION