CHAPTER III

METHOD OF THE STUDY

A. Research Approach

In this study, the writer used qualitative method in analyzing the data because she analyzed and explained data, not in the form of numbers but in the form of words. Punch states that qualitative data can be defined as empirical information about the world, not in the form of numbers (Punch, 1998: 59). Since the data were taken from television, the writer needed to record and transcribe the data first. Punch says that unstructured qualitative data require some processing to prepare them for analysis such as recordings, which need to be transcribed and edited, and field notes, which need to be corrected. Therefore the data themselves represent a text constructed by the researchers (Punch, 1998: 61).

This study is included in discourse analysis since the data are conversations used in the advertisement, which are analyzed by using the elements of macro-functions theory, which is part of Speech Act theory. Potter and Wetherell (1994) list four types of work that use the label 'discourse analysis' and the first is influenced by speech act theory, which is directed at accounts of the organization of conversational exchanges (Punch, 1998: 227).

Moreover, since the writer analyzed the findings by the women language theory, this study can be included also as sociolinguistics investigation. Women have special characteristics in language that differ from men. The issue about gender and language has been one of the major topics in sociolinguistics (Wardaugh, 2002: 313).

B. Population and Sample

The data of this study were taken from TV stations in Indonesia from October 2004 until November 2004 at any hour. The writer took advertisements of products for women as the data, which were:

1. Pantene

2. Laurier Soft Care

3. Rexona Mini Stick

4. Trim Spa Body Shaping

5. So Klin M B

6. Melanox

7. Biore Anti Acne Facial Foam

8. Give

9. Tropicana Slim

10. So Klin Pewangi.

C. Technique of Data Collection

In collecting the data, first the writer recorded the advertisements from October until November 2004 at any hour. Second, the writer selected the advertisements of products for women from TV station in Indonesia. The writer took Pantene, Laurier Soft Care, Rexona Mini Stick, Trim Spa Body Shaping, So Klin M B, Melanox. Biore Anti Acne Facial Foam, Give, Tropicana Slim, and So Klin Pewangi to represent the advertisements of the products for women. Third, the writer transcribed the recorded data.

D. Technique of Data Analysis

After collecting the data, the writer did some steps to analyze the data. First, the writer translated the transcribed data into English. Second, the writer classified the data based on the seven elements of macro-functions; the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, and contextual function, each from advertisements of products for women. Third, the writer found out the elements of macro-functions, which one was mostly used and which one was rarely used in the advertisements of the products for women. Finally, the writer analyzed the findings by women language theory. The procedures of the analyzing the data were:

1. Translating sentence by sentence into English.

2. Classifying the data based on the seven elements of macro-functions.

3. Finding out the elements of macro-functions, which were mostly used and which were rarely used by the advertisements of the products for women.

4. Analyzing the findings by the women language theory.

CHAPTER IV

DISCUSSION