

## CHAPTER III

### METHODS OF THE STUDY

This chapter focuses on the research method used in this study in order to find the answer the research question stated before in chapter one. The research approach, the source of data, technique of data collection, and technique of data analysis are elaborated in this chapter.

#### 3.1. Research Approach

The research approach of this study is based on the objective of the study. The objective of the study describes about the phenomenon of the multimodality concept used in the *Dancow* printed advertisements since year 1980 to 2010.

Based on the objective, the writer uses the qualitative approach. According to Denscombe (2007) defines qualitative method as research since the data are in the form of words and pictures. One of the characteristics of qualitative approach is interpretative analysis (Dörnyei, 2007). It is basically use descriptive and interpretive method, which means that the research result is ultimately the product of the researcher's subjective interpretation. This approach is suitable for this study because the writer analyzes printed advertisements. In this research, the researcher identified the multimodality concept used in the *Dancow* printed advertisements in particular years. This research is used a theory based on the multimodality concept proposed by Kress and Van Leeuwen's in 2006.

### 3.2. The Sources of Data

The main data of this study are *Dancow* printed advertisements. The researcher took the data from *Dancow* printed advertisements around 1980, 1990, 2000, and 2010. The data had been taken on January, 9<sup>th</sup>, 2015 in some online sources or websites, because the researcher did not find any documentation of printed advertisement in the official website of Nestle. Then, the researcher found *Dancow* printed advertisements in several editions. The reason those printed advertisements are chosen because this dairy product still exists in our country from the old period or in the year of 80s till present. There are any changes in *Dancow* printed advertisements from ancient times till now experiencing significant changes due to technological developments that affect advertising.

### 3.3. Techniques of Data Collection

In conducting this study, the researcher gained the data through several steps. The documents used as the data in this study are printed advertisements. The total amounts of the data which are taken are four, it came from *Dancow* printed advertisements in the year; 1980, 1990, 2000, and 2010. The writer only took those four advertisements because the products contain linguistic and visual elements and most of them have different elements. Since those four are printed advertisement, the writer selected the data of the research through some characteristics. The writer gained the data through purposive sampling. Purposive sampling is one selected the data based on criteria which relevant to a particular research questions. It begins with a purpose in mind and the sample is thus which

include the interest and exclude those which do not suit with the object of the data.

In finding the data, the writer began observing the *Dancow* printed advertisements from some websites. The next step, download all the data from 1980 until 2010. Then, the data were arranged in a document and the data wrote the year in every advertisement. So, the data were printed in order to be easily analyzed.

### **3.4. Techniques of Data Analysis**

After collecting the data, the researcher take some steps to analyse each *Dancow* printed advertisements. This study is based on the multimodality concept proposed by Kress and Van Leeuwen's in 2006. The data analysis was started by focusing on the Kress and Van Leeuwen's three metafunctions approach; ideational, interpersonal and textual metafunction.

First, the writer analyzed the ideational metafunction, it is relate with the meaning of the language which encode the experience and environment of the writer or speaker. The ideational create the meaning of communication based on the most salience pieces of verbal text and the image; Participant, Tagline, subject posing, background, vectors and color.

The next is interpersonal metafunction, the writer analyzed the interaction which encode between the speaker and the writer. Here the writer analyzed the element in both verbal text and visual image based on the aspect of camera angle, camera level shot, logo placement, and framing.

The last is textual metafunction, it is associated the uses of language to organize the verbal texts, such as word choices. The purpose of this textual analysis is to know how the language delivers the information about the product.

All of those steps are important, because it is the main point to lead the usage of multimodality concept in order to know how the texts and images in the *Dancow* printed advertisements relate each others. As the final, the writer interpreted the meaning of the discourse text which to know how the *Dancow* printed advertisements' changes through their verbal text and the visual image in those particular years.

