

## **CHAPTER III**

### **METHOD OF THE STUDY**

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

#### **3.1 Research Approach**

This study attempts to identify and describe the connectivity in discourse in *Pond's Age Miracle* and *Olay Total Effects* television commercials. Based on the objective, the method applied in this study is qualitative method. According to Neuman (2000, p.328) qualitative research is a research that relies largely on the interpretive and critical approach to social science, in which its reports often contain rich description and colorful detail. The writer applies qualitative method as the research approach since this present study deals with pictures, music, and writing.

#### **3.2 Sources of Data**

The sources of data were the commercials of *Pond's Age Miracle* and *Olay Total Effects* aired on Indonesian television in 2014. *Pond's* and *Olay* commercials were selected as the sources of the data because these two brands are

considered as the most popular anti-aging products among Indonesian people indicated by their market revenue which both ranked first and second.

In order to obtain reliable data, the writer only chose commercials that offer anti-aging creams, not other forms of anti-aging products such as serums or eye creams. The writer chose anti-aging creams in order to obtain more general data. Anti-aging cream is applied on face, the area in which most aging signs can be seen clearly. Besides, the writer chose the most viewed commercials that featured Indonesian actress as the model. The writer assumed that the number of viewers may indicate the level of consumers' interest toward the products. Thus, the writer noted the numbers of viewers in *Youtube* in order to determine which TV commercials have most viewers. Further, any commercials that featured international actresses were not included because the study was considering the discourse of advertising from Indonesian scale.

Based on those criteria, *Pond's Age Miracle* commercial that featured Olla Ramlan and *Olay Total Effects* commercial that featured Annisa Pohan as the models were considered as the most representative data for this study because they have already fulfilled the criteria mentioned previously.

### **3.3 Technique of Data Collection**

The writer took three steps in the process of collecting the data. First, the writer noted the number of viewers in *Youtube* in order to determine the most watched commercials from each brand. *Youtube* is a video-sharing website that enables people to upload, view, or share videos for free. Next, the writer

downloaded the videos of *Pond's Age Miracle* and *Olay Total Effects* TV commercials from *Youtube*. The writer took one video from each anti-aging product as explained in the previous section. After that, the writer saved the video into two different files in the format of MP4 video files (.mp4). The first video, in this case *Pond's Age Miracle* will be called as “data\_1”, and *Olay Total Effects* video will be called as “data\_2”.

### **3.4 Technique of Data Analysis**

After collecting the data, the writer took the following steps in analyzing the data. First, the writer divided the chunks; frames or shoots of the videos into several parts/segments according to certain camera shots and speech transitions. The writer then divided the video into several scenes based on the changes in speed and beat of the music. Next, the writer transcribed the data by classifying the pictures, music, as well as speech and writing that exist in the commercials. Jewitt (2012, p.38) argues that analyzing something beyond language requires a process of transcription that takes account of all modal resources

After transcribing the data, the writer then analyzed the cohesive devices that exist in the spoken text. Here, the connection between sentences in text was elaborated based on the cohesive devices found in the commercials, including the repetition of lexical items, sense relations, referring expressions, ellipsis, and conjunctions.

After all the cohesive devices were elaborated, the writer then analyzed the pragmatic principles found in the television commercials. Here, the observance as

well as the violation of cooperative principles and politeness principles were elaborated. The analysis also includes the explanation of corresponding pictures, music, gestures, as well as superimposed message on the screen in order to reveal the connectivity of the commercials. The first data to be analyzed is the commercial of *Pond's Age Miracle*. It is then followed with the analysis on *Olay Total Effects* commercial. In the last step of data analysis, the writer made interpretation based on the results of each commercial.

