

CHAPTER 3

METHODOLOGY

This chapter presents the research method and the data presentation of the research. This chapter also covers the research questions, the data source, the data procedure, the data collection, and the data analysis.

3.1. Research Questions

The research is geared towards answering the following research questions:

1. What mood types are used in hotel and apartment advertisements texts *NOW! JAKARTA Life in the capital* magazine?
2. What elements of interpersonal meaning do the copywriters use in the advertisements to influence the customers?
3. How do the elements of interpersonal meaning used by the copywriters influence the customers of the advertisements?

3.2. Subject of the Research

The research investigates *NOW! JAKARTA Life in the capital* magazine issued in December 2009-January 2010 was chosen as the primary data. It is a magazine published for expatriates who have made Jakarta their home and visitors who stay in

Jakarta's excellent four and five star hotels. This present research also probed that *NOW! JAKARTA Life in the capital* magazine advertisings show all the information of the advertisement were mostly organized by texts, which contained clause(s), were printed in English so that the data were regarded quite representative to be analyzed.

3.3. Research Procedure

The present research is largely qualitative. It describes and critically interprets the phenomena in the form of sentences of hotel and apartment advertisements. Specifically the research describes the mood type of hotel and apartment advertisements texts designed by copywriters of *NOW! JAKARTA Life in the capital* magazine, the elements of interpersonal meaning that the copywriters use in the advertisements to influence the customers and examines how those elements of interpersonal meaning used by the copywriters influence the customers of the hotel and apartment advertisements. To critically analyze the text Halliday mood theory has been used.

3.4. Data Collection

The data are in the form of complex clauses taken from the sentences of hotel and apartment advertisements, taken from the magazine issued December 2009-January 2010.

This present research analyzes seven hotel and apartment advertisements. Those advertisements are: *CROWNE PLAZA*, *FOUR SEASON HOTEL*, and *HOTEL KRISTAL* from December 2009; *GRAND Tropic Suites' Hotel*, *Oakwood PREMIER COZMO*, *MENTENG REGENCY*, *KEMANG CLUB VILLAS* from January 2010.

3.5. Data Analysis

The collected data are then analyzed using Halliday and Hasan's (1976) mood system analysis to figure out the mood types used by the copywriter on the magazine, the elements of interpersonal meaning that the copywriters use to influence the customers and how the elements of interpersonal meaning used by the copywriters influence the costumers of the hotel and apartment advertisements.

Firstly, this present research classifies clauses of all seven advertisements in *NOW! JAKARTA Life in the capital* magazines. Generally, clauses divided into two: complex clauses and simplex clauses and here this present research will analyze only complex clauses. The classification is conducted by using mood analysis developed by Halliday and Hasan (1976). Then, every complex clause in the sentences is classified based on appropriate elements of Mood and Residue using table of analysis. Those elements will help this present research to capture the mood type of each complex clause.

The following is the sample of analysis:

Text 7 [T.7] consists of seven clauses which consist of declarative and imperative mood. The following examples shows two complex clauses that are [C.60] and [C.61]:

[C.60] Enter a unique lifestyle at Kemang Club Villas.

Imperative Mood

Enter	a unique lifestyle		at Kemang Club Villas.
F	P	C	A
MOOD	RESIDUE		

[C.61] The living experience here offers you comfort and serenity surrounded with natural ambience.

Declarative Mood

The living experience here	Offers		You	comfort and serenity surrounded	with natural ambience.
S	F	P	C	A	A: Circ
MOOD	RESIDUE				

3.6. Data Presentation

The analyzed data are then presented in table such as the following:

NOW! JAKARTA Magazine		Indicative Mood (per clause)			Imperative Mood (per clause)	Total Clauses Per Advertisements Texts
No	Types of Mood hotel and apartment advertisements	Declarative Mood	Interrogative Mood			
			Polar	Wh		
1	<i>CROWNE PLAZA</i>	8	-	-	6	14
2	<i>FOUR SEASON HOTEL</i>	3	-	-	2	5
3						
4						
5						
6						
7						
Total						

Table 3.1 *The Mood types presentation in NOW! JAKARTA hotel and apartment advertisements texts*

The data presentation is conducted in order to know which mood types occur the most and the least in the data. Then, this present research interpret the textual evidence's interpretation to get the interpersonal strategies of the copywriters in sending the messages to the readers adopted in selected hotel and apartment advertisements.

This chapter has briefly discussed the research methodology which includes the research questions, the data source, the data procedure, the data collection, and the

data analysis. Next chapter (Chapter 4) will explain how these theories are applied to achieve the aims of this research.

