

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research methodology should be a reflexive process operating through every stage of this research. This chapter presents the design of the research encompassing the research method, the research procedures (data sources and technique of sampling), data collection, and data analysis.

The core of the study conveying speech act expressions in the different tones and styles of advertisements on television. It hence became the focus of the study which was conducted to investigate the tones and styles used in advertisements on television and the types of speech acts expressed in those advertisements.

#### **3.1 The Research Method**

The study mainly uses a qualitative approach and descriptive method. A qualitative approach was selected for the reason that the study is aimed to understand the meaning of advertisement messages through speech acts, to understand the context in which, and to develop causal explanation. This study seeks to understand speech act expressions in the advertisements on television. As Joseph A. Maxwell (1996) says that “Research purposed are focused on understanding something, gaining some insight into what is going on and why this is happening”.

Gay L.R (1987:47) states that “a descriptive method is a method of research that involves collecting data in order to test hypotheses or to answer questions concerning the current status of the subject”. By using such a descriptive method, this study aims to describe the facts about the object of the research, namely, the use of speech acts in advertisements on television.

### **3.2 The Research Procedures**

#### **3.2.1 Data Sources**

The data of the research are in the form of verbal texts such as illustration and statements of the speakers' conversations. These materials are chosen with some considerations. Speech act expressions appear clearer in verbal form or conversation context than in non-verbal form because it is supported by speaker's expression, intonation, and motion picture. The data sources are cosmetic and cell-phone provider advertisements, the famous advertisements on television that compete with each other on price and product. Those advertisements have different styles and tone in which types of speech acts expressed. The data were taken from those advertisements in three big private TV stations, namely, SCTV, RCTI, and INDOSIAR that were presented during 1<sup>st</sup> August – 31<sup>st</sup> December 2008.

I chose cosmetic and cell-phone provider advertisements as the population of the research. Those advertisements are interesting to be analyzed within using speech act expressions because these advertisements have been two of the most progressive commercial campaigns currently. It seems that cosmetic and cell-

phone provider companies are facing a tough competition these days. Thus, they have to work hard to come up with creative advertisements.

### 3.2.2 Sample and Technique of Sampling

To select the sample, *Criterion-based selection* based on LeCompte and Preissle (1993), from which Patton (1990) call it *Purposeful sampling* is employed in this qualitative research. *Criterion-based selection* can be defined as “a strategy in which particular settings, persons, or events are selected deliberately in order to provide important information that cannot be gotten as well from other choice (Maxwell, 1996: 70)”.

The advertisements have several criteria, namely, those advertisements express four styles (dramatization, demonstration, presentation, and testimonial) and three tones (factual, emotional, and humorous), in which types of speech acts occurred. Based on the criterion, the eight advertisements both cosmetics and cell-phone providers are found to be analyzed in this research. There are five cosmetic advertisements and three cell-phone provider advertisements, which are used to be studied (see table 3.1).

I chose the eight commercials from television because after investigating the commercials shown in three big private TV stations from 1<sup>st</sup> August until 31<sup>st</sup> December 2008, I think that those commercials are adequate data to be studied. Selecting those samples could provide the information that is needed in order to answer the research questions in this study. It was the most important consideration in this qualitative sampling decision.

Table 3.1 Sample of the study

Products	Advertisements
Cosmetics	Clear and Clean
	Ponds Flawless White
	Lux Soft Kiss
	Dove Daily Therapy
	Ponds Age Miracle
Cell-phone Providers	XL (monkey's version)
	Esia ('sms esia' version)
	Simpati (mudik version)

### 3.3 Data Collection

This study used a recording technique for collecting the data. The tool of collecting process was by using a cell-phone recorder. This technique is taken because of two reasons, such as:

- a. It may save the writer from having to make frantic notes at that time.
- b. It may save the writer from risk missing the important information.

The advertisements were recorded in order to investigate the messages accurately and precisely. The cell-phone recording data were played over and over in order to conduct my analysis. By recording data, it had a small risk to lose a part of the data such as words, phrases, or sentences that are needed.

To identify the speech act expressions in advertisements as the data of this study, this study examined the speech acts through:

- a. Recording each eight advertisements. These advertisements were recorded by using cell-phone recorder during 1<sup>st</sup> August – 31<sup>st</sup> December 2008.
- b. Transcribing the conversation of these advertisements.

- c. Analyzing the transcripts of the conversation by using speech act theory and then pointing out this into a descriptive text.
- d. Checking each of the advertisements carefully to find speech act in their conversation.
- e. Classifying the advertisements that contain types of speech act according to Searle. The types of speech act consist of representatives, commissives, directives, expressive, and declaratives.

### **3.4 Data Analysis**

The collected data, namely, cosmetic and cell-phone provider advertisements are categorized into three tones and four styles of advertisements based on Book and Schick (1996) theories:

- a. Tones of Advertisements
  - Factual
  - Emotional
  - Humorous
- b. Styles of Advertisements
  - Dramatizations
  - Demonstrations
  - Presentations
  - Testimonials

Subsequently, the analysis is continued by determining the types of speech acts according to Searle in those advertisements on television. There are five types of speech acts based on Searle (1979) perspective:

- a. Representatives
- b. Directives
- c. Expressives
- d. Commissives
- e. Declaratives.

In order to make the classification process of the data collected easier and simpler, I classifies the tones and styles of advertisements and types of speech acts mentioned above within tables. These tables are applied in the next chapter of findings and discussions to reveal the numbers of advertisement tones and styles as well as speech acts types.

The discussion process is to answer the research questions, namely, what the tones and styles that are used in the advertisements on television and what the types of speech acts that are expressed in those advertisements, in addition to discuss the findings of this study.