CHAPTER III

RESEARCH METHODOLOGY

3.1 Method of data collection and analysis

This chapter deals with the type of the research, materials and the method of collecting data. According to (Creswell J. , 1994)there are two types of research. There are quantitative and qualitative. Quantitative study is explaining phenomena by collecting numerical data that are analyzed using mathematical based methods in particular statistic and qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in natural setting. According to (Creswell J. , 2003)qualitative research has eight characteristics; takes place in a natural setting, uses multiple methods (interactive and humanistic), emergent rather than tightly prefigured, fundamentally interpretive, view social phenomena, systematically reflects on who he or she is, uses complex reasoning, and the last one is adopted and uses one or more strategies of inquiry.

The writer uses qualitative research because the data are taken from newspaper (public document) and the data are based on written text (newspaper advertisement) which does not concern with number. According to Creswell (1994) there are many kinds of data collection type, one of them is documented. And from this, there are some options, public document, private

document or email-discussion. Meanwhile, the document could be a public document (such as minute of meeting and newspaper) and private document (such as journal, diary, and letter). Hence, in this study, the writer used public document as the material, printed advertisement. For this study, the writer took 5 data from any different brand on printed advertisement in Suara Merdeka, Kompas and Modifikasi Magazine..

3.2 Data Collection

The aim of this study is to analyze the strategies of car promotion in magazine and newspaper advertisement using rhetorical strategies. The writer used one data collection. Primary data are car printed promotion from newspapers media to explain the rhetorical strategies that can reflect the intended audience.

3.3   Data Analysis

In this study, the writer's type of data is document. The writer used printed advertisements from SuaraMerdeka, Kompas, and Modifikasi newspaper as primary data and secondary data were taken from transcribing interview from advertisers .In this thesis, the writer wants to analyze three kinds of car companies. They are Daihatsu, Mazda, and Mitsubishi.

3.3.1   Research Instrument

The instrument used to collect the data in this study is

documentation of printed advertisements from Suara Merdeka, Kompas, and

Tribun Jateng newspaper.

3.3.2   Procedure

In conducting this study, the writer followed these steps:

1.   Collection of the data

The writer collected the data of car printed advertisements from SuaraMerdeka, Kompas, and Modifikasi magazine then analyzed the data.

2.   Identification of ethos and values

After collecting the data, then the writer will identify the data with ethos, pathos and logos based on rhetoric analysis.

3.   Description of ethos and values

The writer then described the data.

4.   Explanation of ethos and values

The writer explained the ethos and values

5.   Evaluation of ethos and values

The writer analyzed some effects resulted from the ethos and values of car printed advertisements.

3.4   Data Analysis

The writer analyzed the ethos and values from the data. Primary data were taken from printed advertisements from newspaper and magazines. The example of ethos analysis framework :

Picture 1   Picture 2

1.   The source of advertising

Picture 1 from Billboard on luxfanatic.blogspot.com 2011, picture 2 from TVC on Youtube Feb 12, 2012 by deranaudan retrieved from Indonesian film center. Techniques for items directly used for viewing the parts of a discourse that is the beginning, the body and the cover. This can be seen by observing the linguistic elements used and the link between linguistic elements with one another

2.   Advertisement overview

A model in picture 1 above advertisement is Tamara Bleszynki while Indonesian people are the advertising target, especially women. Therefore, the way advertisers to achieve it is objectives, they used Tamara Bleszynski as a model of Lux soap because Tamara is one of the Indonesian models. She has a beautiful face and white skin. Second picture is Andre Taulaniand Aziz Gagap, while the target market are Indonesian people that use motorcycle. Advertiser choose Andre Taulani and Aziz Gagap as models because they were celebrities on the rise and prove a lot of fans.

3. The analysis of advertising

In the picture 1, advertisers wants to persuade consumers to buy the advertised product. Advertiser give a compelling image color effect but also used the evocative tagline "Get rid of your black side". Nuradi et al in Galuh Diesti interpret the tagline is a short sentence as a cover text briefly summed about the purposed of communication in advertising. This is consistent with the one of Soemirat's statement, persuasive communication techniques deliver a persuasive message should use the omission. For example shorten language to the point. Example from picture 1 is very effective advertising because consumers as persuade and understand about the message that delivered and there is a change in the attitude of consumers to buy the product. For our own advertisement 1 (Lux) less persuade us to the level of change in attitude. Example 2 above advertising effort expended in achieving it is objectives, namely by providing a humorous story board where it is appropriate with a view Aristoteles on the basic approach of communication to influence persuade in a persuasive approach, which uses Psychological/emotional argument, namely the delivery of messages using emotional effects. For example is advertising which humorous and makes us remember.