CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this study, the researcher applied a qualitative method to analyze the visual and textual signs used in the advertisement *Iklan Nu Green Tea "Honey Shake" 30S*. The qualitative method itself relies on text and image data, has unique steps in data analysis, and draws on a diverse design. The qualitative method involves several steps such as data collection, interpretation, and analysis of the collected data (Creswell, 2013).

3.2 Method of Data Collection

3.2.1 Source

In this study, the researcher used YouTube as the source of data collection. The data source used in this research is as follows:

Advertisement's title: *Iklan Nu Green Tea 2016 "Honey Shake" 30S* (https://www.youtube.com/watch?v=ZovS8mMml7Q),

Duration: 30 seconds

Date published: April 28th, 2016

The advertisement used as a source in this research advertised a beverage named *Iklan Nu Green Tea 2016 "Honey Shake" 30S* which released a new honey flavor. Throughout the advertisement, the viewers are provided with how the honey is

produced and the human's interaction with the bees by showing the humans in the ad mimicking both the appearance and the behavior of the bees.

3.2.2 Procedure

In this study, the researcher has taken several steps to take some data used in this study. First, the researcher watched the chosen advertisement several times. The scene and dialogues are analyzed and compiled as data. Second, the researcher identified the key scenes in each segment throughout the advertisement to be analyzed. Third, the researcher analyzed the data using the AIDA advertising strategy. Fourth, the researcher analyzed the data using semiotic reading through an ecocritical lens. Fifth, the researcher interpreted and write up the findings. Finally, the researcher made conclusions based on the data that have been collected.

3.3 Method of Data Analysis

This research used qualitative methods to analyze the visual and textual signs used in the advertisement "*Iklan Nu Green Tea 2016 "Honey Shake"* which shows their care towards the environment. The analysis was conducted by analyzing the visual and textual data based on the AIDA sequence using Roland Barthes' semiotic theory through an ecocritical lens. Then, the researcher interpreted the findings and made conclusions based on the data that have been collected.