

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents A) Research Design, B) Research Setting, C) Participants, D) Data, E) Technique Data Collection, and F) Data Analysis

#### **A. Research Design**

A descriptive qualitative research design was utilized in the process of carrying out this investigation. Studies of a descriptive qualitative nature evaluate what is observed and characterize the things that occur in the examination of language style used in the social media Instagram's advertisement post. Qualitative research is at times referred to as interpretive research as interpretations are an essential aspect of all research, and in the realm of human behavior, interpretation is a constant necessity. Interpretive research specifically involves a thorough investigation where the observers play a substantial role in defining and redefining the meanings derived from what they observe and hear (Stake, 2010).

According to Ary et al., (2010), the purpose of qualitative research is to gather information concerning human behavior. The manner in which a researcher makes sense of reading human experiences at the time of the study becomes the center of attention in this type of research. The subject of the study will not be subjected to any sort of modification or preferential treatment as part of this endeavor; rather, it will be described in a natural setting. This approach is taken by

the researcher since the primary objective of the study is to summarize the gathered information in the form of words or written text.

Data collected in qualitative research are non-numerical and often consist of interviews, focus group discussions, observations, diaries, or written and visual materials (Moalusi, 2020). These sources provide rich, detailed, and contextually grounded information. In addition, the data are described descriptively based on the research problems, what kinds of language style are used, and what the meaning of those language styles used in social media Instagram's advertisement post.

## **B. Research Setting**

The research took place in social media's Instagram as the research setting of this study to fill in the gaps of the previous studies that still lacked research in Instagram within well's (2009) theory.

## **C. Participants**

The 20 random social media Instagram's advertisement posts in 2023 served as the study's data sources for analysis. The data was collected by the researcher in March till June of 2023. The data consisted of words or sentences taken from the written text of social media Instagram's advertisement post that was uploaded to their brand's account.

## **D. Data**

### **1. Data of the Research**

The results of this study's observation and documentation of written text discovered in social media Instagram's advertisement post at their Instagram's account served as the study's data. These written texts were then analyzed using Well (2010) to determine the type of language style that were utilized in the advertisement, and Leech's theory (1981) to determine the meaning of the written text.

### **2. Source of the Data**

The 20 random social media Instagram's advertisement posts in 2023 was the source of data for this research. The data was collected by the researcher in June of 2023. The data consisted of words or sentences taken from the written text of social media Instagram's advertisement post that was uploaded to their brand's account.

## **E. Technique of Data Collection**

### **1. Documentation**

The researcher relied on documentation strategies in order to collect the necessary data for this study. Documents are records of past events. Words, photos, or even monumental works can all be considered documents (Sugiyono, 2014). These documents are the source of data, which may include movies, images, or anything else that contributes information to the research process.

In the course of this research, the procedures for collecting data involve the following stages:

- a. Observed random social media Instagram's advertisement posts written in English and took 20 samples.**
- b. Pay attention, read, and make notes and translate.**

After reading the advertisement written text in social media Instagram's advertisement post, the researcher takes notes and translates them into an easy-to-understand analysis of the linguistic style used and types of meaning in social media Instagram's advertisement post that contain promotion.

- c. Bringing together all of the necessary words**

The researcher took notes on relevant material, including sentences, remarks, and information found on advertising that were relevant to the study. The researcher was able to identify the data demonstrating the different linguistic styles and types of functions that were used and shown in social media Instagram's advertisement post in their account.

- d. Data identification**

After observing, reading, taking notes on the data, and translating it, the researcher was able to recognize the data from words or phrases, as well as any relevant claims and facts in cosmetics marketing connected to linguistic styles. This was done after translating the data.

## **F. Data Analysis**

The process of organizing and classifying data as well as describing it is known as data analysis. This is done in order to obtain the hypotheses that are suggested by the data (Moleong, 2006). The method of descriptive analysis was utilized by the researcher during the course of this study. Therefore, after collecting the data, the researcher uses the following steps to analyze the data to draw conclusions:

### **1. Reduction of the data**

Data reduction refers to the process of selecting data, condensing it, simplifying it, abstracting it, and altering it, all of which take place during the process of writing up field notes. According to Sugiyono (2016), minimizing the amount of data involves summarizing it, selecting the most relevant aspects of it, concentrating on those aspects, and searching for recurring themes and patterns.

In this study, the researcher determined the linguistic styles present in the source of data to be significant pieces of information. It is essential to maintain accurate records in order to make use of the significant amount of data obtained from advertisements. As was stated earlier, the longer the duration of the study, the bigger the amount of data that is collected, which is both intricate and complex. As a consequence of this, there is a requirement for data reduction, which includes activities such as summarizing, picking essential elements, and focusing on the most important features of linguistic styles and types of meanings in social media Instagram's advertisement post.

The vast amount of data that was obtained is sorted through and the researcher chooses data that is pertinent to the research object from among that big amount of data. This allows the conclusions of the study to become more concentrated. As a consequence of this, the researchers were provided with a clearer image, and the research itself was facilitated by the reduced or summarized material. In the event that further data is required, researchers have also looked for it.

## **2. Data Display**

After the data has been reduced, the following step is to display the results of the analysis. A data display is a well-organized collection of data that has been condensed in order to save space. From this collection, one can draw conclusions. During this part of the project, the researcher made an effort to acquire the highest quality data possible so that it could later be analyzed and interpreted as knowledge. The researcher makes a distinction between some of the data that has been concluded and gathered in the past and the data that is being considered in conjunction with the problem formulation.

## **3. Conclusion/Verifying**

Miles and Huberman state that the third step in a qualitative analysis is the process of drawing conclusions and verifying those conclusions (Sugiyono, 2016). The findings that are gleaned via qualitative research are novel insights that were not known to the public before. These discoveries can take the shape of a description of a previously obscure or murky object or image that, after inspection, becomes obvious. Alternatively, they can take the form of hypotheses or theories regarding interactive or causative links.