

## **CHAPTER III**

### **METHOD OF RESEARCH**

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

The type of the research is descriptive qualitative study. it describes about the presupposition of slogans in posters and social media advertisement in Banjarmasin. Descriptive research is an investigation that attempt to describe accurately and factually a phenomenon, subject or (Richard and Schmidt, 2002) . Descriptive research is not intended to test a certain hypothesis but it just describes an actual data (Arikunto, 2005: 234).

According to Clissett (2008: 100) qualitative research covers a wide range of approaches for the exploration of “ Human experience, perception, motivation and behavior” and is concerned with the collection and analysis of words whether in the form of speech or writing. In this aspect, qualitative inquiry mean to understand what others do and say or to “Get grasp, hear, catch and comprehend” what something mean.

As state by Gay (1987: 11) descriptive research involves collecting data in order to test hypothesis or answer question relates to the current status of the object of the study. Descriptive study determines and report the thing. It means that descriptive study, the research happen naturally, the research has no control over the condition and the situation, and can only measure what already exist.

Qualitative descriptive method is also used where the data are collected from filed research will be explained and give conclusion for current problems based on data by the descriptions of the analysis according to the types. So, the

research that is done by researcher is descriptive qualitative research.

## **B. Subject and Object of Research**

### **1. Subject**

The subject of this research is slogans of advertisement in social media and posters in Banjarmasin.

### **2. Object**

The object of this research is presupposition that found in the slogans of advertisement in social media and posters in Banjarmasin.

## **C. Data and Source Data**

### **1. Data**

The data are thirty slogan of advertisements that the researcher take from social media and posters in Banjarmasin.

### **2. Source Data**

This data is taken from the slogans of advertisement in the social media like; facebook, blackberry messenger and instagram. There are will be found many of advertisement in the social media and also from posters in Banjarmasin. Moreover the researcher need document that related to this research like; all written reports, pictures of slogan advertisement and the others important document.

## **D. Technique of Data Collection**

The data is taken by pictures of slogan advertisement from social media (facebook, blackberry messenger, and instagram) and posters in Banjarmasin and

selecting the data dealing with the problems. The samples are selective consumer advertisements based on their type. Jefkins (1997: 39-40) divides consumer advertisements into three types; consumer goods, durable goods and consumer services.

#### **E. Technique of Data Processing and Analyzing**

1. The researcher uses five techniques in processing the data available. The First, the researcher collects the data by taking the pictures of slogan advertisement from social media and posters in Banjarmasin. Second, the researcher selects the slogan from social media advertisements and posters in Banjarmasin . Third, the researcher makes the presuppositions of selected slogan. Fourth, the researcher classified the presuppositions based on their type. Next, calculating the data in percentage, the types of presupposition that occur dominantly.
2. After data are collected, the researcher classified them based on problem statement and then analyze them in qualitatively, so that all data can be used to answer the problem questions systematically. The data are analyzed to report the types of presupposition of the slogan advertisements from social media and posters in Banjarmasin.