

Chapter III

Research Method

In doing a research, method is a way to get the objective of the research itself, and it will make the writer easy in arranging his steps of work. That is why uses the appropriate method in conducting a research is an important point. In this chapter focuses on research design, data source, data collection, and last is data analysis.

3.1 Research Method

This study uses qualitative research and applies descriptive research. Qualitative research method, according to Sugiyono (2009:9) is a research method based on the postpositivism philosophy, it is used to examine the condition of natural objects, (as a contrary of experiment) in which the researcher is the key instrument, the data collection technique is conducted by triangulation (combined), the data analysis is inductive/qualitative, and the result emphasize the meaning rather than the generalization.

The method is a way of working that is used to achieve the goals and objectives that have been formulated. The effort to identify and prove a problem in research depends entirely on the method used. To achieve the objectives this research method, uses descriptive qualitative method.

While Maxwell (1992:279) said that qualitative descriptive method is study offer a comprehensive summary of an event in the everyday terms of those events. Researcher conducting such studies seek descriptive validity, or an accurate accounting of events that most people (including researchers and participants) observing the same event would agree is accurate, and interpretive validity, or an accurate accounting of the meanings participants attributed to those events that those participants would agree is accurate.

The reason why the researcher will use this method is because this research is conducted to get depth description about the meaning of public service advertisement in *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement by Coordinating Ministry of Human Development and Culture.

In addition, this method is concerned with elaborate sentences and pictures with interpret an advertising based on a few things: a signifier and signified, a corresponding phenomenon is a fact, and draw the general conclusions. The writer thinks that it will help him in achieving the objective of the research.

3.2 Research Design

The designed as a descriptive research, this research consists of three stages that can be described as follows:

- 1) The writer reads and observed *Gerakan Nasional Revolusi Mental Ayo Berubah* public service advertisement on television media. The

researcher could find material to support his research topic by developing a research strategy. He could Find out theoretical issues related to research, from books, journals, scientific essay, and other materials. Besides that, the researcher also used the internet as a supporting media to get some information needed for this research.

- 2) The writer analyzed the public service advertisement of *Gerakan Nasional Revolusi Mental Ayo Berubah* by Coordinating Ministry of Human Development and Culture based on the theory. The writer read and observed and learned the contents of *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement. He interpreted an advertising by finding signified and signifier, and the phenomenon according to the fact and researcher tried to elaborate sentences, and images in advertising.
- 3) Reporting refers arranging paper to report the result of the research.

3.3 The Technique of Collecting the Data

The writer got the data from the videos by Coordinating Ministry of Human Development and Culture published in 2015-2016. It contained of five videos and each video is approximately one minutes. There are other procedures of collecting data, those are:

1. The writer collects the data, firstly watching and observing in details several times on one of the private television station. The

writer watches *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement in several versions as follows: *PNS* version, Soekarno version, *Gotong Royong* version, and *Petani* version. The advertisement are presented in the form of a videos with duration of about less than one minute. After that to support the process of data collecting, the writer downloading the advertisement videos with MP4 format on Youtube sites (www.youtube.com).

2. The writer collects in the form of videos, The main data sources are the study of discourse text advertisement and images in *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement. For the next step the writer watches the videos to understand the unspoken meaning in every part advertisement videos for knowing how many signs in the advertisement. After that the writer observes and marks all the signs in every part and version videos to support the analysis process.
3. The writer finds out theoretical issues related to research, from books, journals, scientific essay, and other materials that support the research. The last step is concluding all the observation result that will be described in the chapter four.

3.4 The Technique of Analyzing the Data

After the data collected, the writer watches the video carefully to understand what the meaning of the advertisement, than the writer marks the signs in every video which contains an unspoken meaning. To support the reason why the writer chooses some scenes as semiotic, the writer reads some books and article about semiotics and what make something called as sign.

Next, the writer sees what the people do in the video and what they say to know what is the main point in every video. Also the writer tries to find out some hidden messages that may tries to deliver to the people. Then, the writer writes down in how many seconds the semiotics appear.

The writer then tries to analyze them by using semiotics theory of Peirce's. This theory claims that the writer can analyze the semiotic in the video or movie easily with a theory which is known as the triangle meaning, consisting of Sign, object, and interpretation.

The last step, the writer explains about each signs, objects and interpretation that appear in the videos. The writer does the same steps to four different videos that he analyzes in this paper.

Moreover, the steps of analysis are the process of working with the data, organizing the data, breaking the data into manageable units, searching for patterns,

and deciding what will be delivered for the readers. The process of data analysis as follows:

First, the writer watches the video scene by scene in order to find out how many signs that would appear. Then, the writer classifies what he got into three elements that is mentioned by Peirce: sign, object, and interpretation.

After that, the writer explores the data he found that concludes as signs. Actually the data can be gotten from what the people do in the video, what they say, or where the setting of the video. All of data findings will describe with semiotic theory by Peirce's.

In the end, after the writer finishing the data analysis and make a review about what he gets from the chapter four, the witer will explain about the conclusion of the paper from the beginning until the end.