

## Chapter III

### Research Method

This chapter is presented to provide an explanation of what the writer will do in this study. It's free to choose to form and plan research. The design of this study uses qualitative methods. Qualitative methods is a large concept that includes several forms of research that help in and explain the meaning of natural social phenomena without special treatment.

Creswell (2014:307) “qualitative methods demonstrate a different approach to scholarly inquiry than methods of quantitative research. Although the processes are similar, qualitative methods rely on text and image data, have unique steps in data analysis, and draw on diverse designs”.

In addition, Merriam (2015:2) explained;

The qualitative, interpretive, or naturalistic research paradigm defines the methods and techniques most suitable for collecting and analyzing data. Qualitative inquiry, which focuses on meaning in context, requires a data collection instrument that is sensitive to underlying meaning when gathering and interpreting data. Humans are best suited for this task, especially because interviewing, observing, and analyzing are activities central to qualitative research.

Based on the definition above it can be concluded that qualitative research is where the role the writer is a key instrument in collecting data and interpreting data. In qualitative research, data collection tools usually use direct observation, interviews, document studies. But in this study, the writer will only use two research instruments, namely observation, and documentation.

So from that, the qualitative method is very suitable for this study because the writer raised the topic of tourism advertising text on the Traveloka website, which

is currently popular. Where the appearance of many website providers that serve of booking flights, buses, trains, hotels, and tourism spot online. Then this qualitative research will greatly help the writer describe the meaning contained in the tourism advertising text, both implicit and explicit. And it'll describe the stylistic functions well and clearly, so that the explanation will be easier to understand.

### **3.1 Design of the Research**

Design of the research is a plan development activity carried out during the research process, from the beginning to the final stage, until the writer gets answers from the research. Also, design of the research is the most basic thing in conducting a study. Therefore, a good design of the reasearch will produce effective and efficient research. And in this study, there are three stages that write used, which are planning, implementation, and reporting.

#### **3.1.1 Planning**

The first stage is planning, in here the writer must choose and decide the problem to be examined. The writer chooses stylistics as the object of this study. Stylistics is a branch of science from linguistics that can stand alone and focus on the style of a language. After that, the writer determines the title and submits the proposal for this study entitled “*An Analysis of Stylistics in Tourism Advertising Text on Traveloka Website*”. This study aims to determine and discover the linguistic features contained in tourism advertising text, and what functions are obtained by the existence of these features in an advertising text. When

the title has been approved, the writer began to search and read various theories book and scientific journals for this research in libraries, and internet sites that have relevance to the study that the writer is working on.

### 3.1.2 Implementation

The second stage consists of three main steps which are the procedure of data collection, data analysis and evaluation procedures, and the procedure to achieving conclusions. The procedure for collecting data originated from the Traveloka website, which is 15 advertising text for tourist destinations. After that, the data will be read, understood, and analyzed by the writer. Evaluation is done to identify linguistic features and look for functions of the linguistic features. And the final step of this stage is the result of the analysis and evaluation collected and concluded with the aim to fulfill the research problem in chapter one.

### 3.1.3 Writing

This third stage describes the results of analyzing the data that have been presented in a paper and the writer still has to revise the shortcomings of it. In general, the result will contain detailed information from all the analysis procedures from beginning to the end, especially the answers to the problems of this study. Besides, the results of the evaluation in this study will be determined as a conclusion of the entire study.

### 3.2 Population and Sample

Sugiyono (2015:49) explained that qualitative research does not use the term population, but by James Spradley, it is called a “social situation” which consists of three elements is a place, actor, and activity that interact synergistically. The social situation can be stated as an object of research that wants to know “what happened” in it.

In this study, the writer will be as an actor of this study who will analyze the tourism advertisements text on Traveloka websites that are domiciled in Bandung. Activities that occur in this study are the writer will analyze tourism advertising text and find out the various linguistic features such as graphology, phonology, and lexical choice that contained in it, and see what the function is generated from the use of stylistics on these advertising.

Sugiyono (2015:50) “samples in qualitative research, not called statistical samples, but theoretical samples, because the purpose of qualitative research is to produce theory”. However, in this study, the writer used a purposive sample, according to Sugiyono (2015: 85), “a purposive sample is a non-random techniques in which researchers have determined specific features for retrieving data that is following the research objectives.”

Considering that it is not possible to investigate the entire population, the writer must limit the investigation to the advertising of tourims spot in Bandung city and 15 advertisements used as data in the study. It is hoped that the research findings can be generalized to all other advertisements.

### **3.3 Technique of Data Collection**

In qualitative research, data collection is done in natural settings, primary data sources, and more data collection techniques on observation, in-depth interviews, and documentation. Catherine Marshall, Gretchen B. Rossman (2017:294) also suggested that “the fundamental methods are relied upon by researchers for gathering information, participation in settings, direct observation, in-depth interviewing, document review”. But the writer will only use the observation and documentation methods in this study.

#### **3.3.1 Observation**

Arikunto (2006:229) stated “in using the observation method the most effective way is to complete it with a format or blank observation as an instrument. The format that is arranged contains items about events or behavior that describe what will happen”.

#### **3.3.2 Documentation**

Sugiyono (2015:82) explained “the document is a record of past events. Documents can be in the form of writing, pictures, or monumental works from someone. Documents in the form of writings such as diaries, life history, stories, biographies, regulations, policies, and others. Documents in the form of images, such as photos, and live image”.

As explained earlier, this study uses two data collection techniques, is a observations to be carried out in various ways such as reading, understanding, observing, analyzing tourism advertising text and documentation by

collecting various data that has relevance to this research based on books, documents, archives, scientific journals, magazines, articles and internet sites.

Observations made in this study are selected observations, at this phase, the writer will describe the focus that has been found so that the data obtained is more detailed. By using componential analysis (*componential analysis is looking for the units of meaning*) to focus, the writer has found characteristics, and found relationships between one category and another.

### **3.4 Data Analysis**

In terms of qualitative data analysis, Bogdan (2007:184) stated that “data analysis is the process of systematically searching and arranging the interview transcripts, fieldnotes, and other materials that you accumulate to increase your own understanding of them and to enable to present what you have discovered to others”. Data analysis is done by organizing data, describing it into units, arranged into patterns, choosing which ones are important and which will be studied, and making conclusions.

Based on the opinions above, it can be concluded that, data analysis is the process of systematically searching and compiling data obtained from observation and documentation by organizing data into certain categories, describing it into units, arranging into patterns, choose which ones are important and which will be studied, and make conclusions so that can be easily understood by the writer and the others.

And the writer will collect linguistic features according to their categories. After that, it explains the linguistic features that have been found

and classifies them. And to make it easier to understand, the writer explains and describes the results of the analysis of each text narratively. That way, the function of linguistic features that appear in an advertising text will also be included in the discussion.

In this analysis, the writer uses code. **T** is to indicate that it is *text*, **a/b/c** (letter) to indicate the name of a tourism spot that shows whether it is the first or second tourism spot and so on. For example, **T.d** means that the data is the tourism advertising text number four. The order of tourism spots is:

<b>T.a</b>	1. Amazing Art World,
<b>T.b</b>	2. Bird and Bromelia Pavilion,
<b>T.c</b>	3. Chinatown,
<b>T.d</b>	4. Ciwidey Valley Resort,
<b>T.e</b>	5. Farmhouse,
<b>T.f</b>	6. Floating Market,
<b>T.g</b>	7. Hot Spring Ciater,
<b>T.h</b>	8. Jendela Alam,
<b>T.i</b>	9. Kampoeng Tulip,
<b>T.j</b>	10. Nu Art Sculpture Park
<b>T.k</b>	11. Pandora Experience,
<b>T.l</b>	12. Saung Angklung Udjo,
<b>T.m</b>	13. Selasar Sunaryo Art Space,
<b>T.n</b>	14. The Lodge Maribaya, and

<b>T.o</b>	15. Wot Batu.
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Therefore, below are the steps that will be taken to analyze the data:

1. First, the writer will read and understand tourism advertising texts on the Traveloka website.
2. Observing linguistic features using the level of language concept from linguistics.
3. Classify the data that has been obtained from the result of observation.
4. Describing and interpreting the results of data that have been classified to answer the research problem in chapter one.
5. Conclusion, the results of data analysis and evaluation that have been taken during this study.