Chapter III
Research Method

This chapter contains many points related to the Research Method. They are Research Design, Data and Data Source, Technique of Collecting Data, and Procedure of Data Analysis.

3.1 Research Design

The writer tries to analyze the language style which used on Instagram caption pots by Sheraton Bandung Hotel & Towers by looking at some sources related to the research, trying to understand the language style, then see problems and collecting the data with the qualitative. According to Mukhtar (2013: 10) finding knowledge or theory of research at one particular time. The writer will be applying a qualitative method for this research. The writer uses this method because the research basically aims in describing the data in the form of a word or written text.

Qualitative research aims to describe the nature of something ongoing at the time of the study. This qualitative method provides complete information so that it can be useful for the development of science and can be applied more to various problems. This method focuses on solving existing problems. This method tells, analysis, and classifies; investigate with survey techniques, interviews, questionnaires, observations, or with test techniques.

According to Sugiyono (2005), Qualitative research examines participant perspectives with interactive and flexible strategies. Qualitative research discussed social phenomena from the point of view of participants. Thus, the meaning or understanding of qualitative research is used to evaluate the condition of the object. usually, the researchers are the key to an instrument. Meanwhile, Wray (1998), said that the researcher used the qualitative because the writer did not observe the numbers of occurrence. It tends to explain the various forms of expression in delivering the concept. Thus, qualitative research enables the researcher to represent the result as a complex situation which reflected in the society.

Based on the text above, the writer concludes the qualitative method is a guide or way to find an answer from the research itself with descriptive form and tends to use an analysis that aims to get more understanding about the object that has discussed which emphasizes social phenomena. This type of research refers to the definitions, meanings, concepts, symbols, characteristics, metaphors, and description of things and this method is not about counts or measures and should be based on the data, personal experience, observation, and anything that support the research. So, the research can be proved and answered any questions about the research.

3.2 Research Object

The writer shall take the data of this research from Instagram captions, one of the social media owned by Sheraton Bandung Hotel & Towers. While taking data the writer found several kinds of hotel products and facilities that being promoted on the official Instagram of Sheraton Bandung Hotel & Towers. The writer chose Instagram because while making the research she learns as a trainee in the Sales & Marketing department which is responsible for selling and marketing of all hotel products. In other words, it includes all activities that trigger buyer interest. So, the writer learns about how to make Instagram captions that usually used by Sheraton Bandung Hotel & Towers as media of promotion.

Sheraton Bandung Hotel and Towers is a chains hotel under the management of Starwood Hotels & Resorts Worldwide Inc but now are transformed under the management of Marriott International. The hotel provides 156 hotel rooms & suites, meeting facilities, free Wi-Fi in all areas, a fitness centre, a spa, and the most popular dining venue.

Therefore, to get the language style that has been used by Sheraton Bandung Hotel & Towers on the Instagram captions as their promotion, the writer selects all the kinds of promotions like facilities, events, etc.

3.3 Procedures of Data Collection

To get the data in analyzing, the writer using documentation analysis from Instagram captions posted by Sheraton Bandung Hotel & Towers. In this case, the writer would collect the data that related to the language style based on Wells' theory that focuses in advertisement; hard sell, soft sell, lecture and drama, straightforward, demonstrations, comparison, problem solution, slices of life, and spokesperson and find the purposes of using that language style with using qualitative method. These two categories would be the guidance to classify the data. Then, reading the whole text on Instagram captions published on January, 21st 2020 until March, 11st 2020 one by one. Next, classify the data and analyze every sentence to discover based on the research problems of the study.

3.4 The Technique of Data Analysis

In analyzing the data, the writer should take the data from the research object. In the aim to get easier when analyzing, the writer tries several steps of technique in analyzing the data.

1. Read the whole text on Instagram captions that published on January, 21st 2020 until March, 11st 2020.

To know the kinds of language styles used on Instagram captions by Sheraton Bandung Hotel & Towers, the writer should read whole the text itself and take important data from inappropriate data.

2. Sort the data

Next, sort the data. The writer should take and sort the data from Instagram captions that published on January, 21st 2020 until March, 11st 2020. The aim is to get the sample related to the object of study.

3. Classify the data

Before the writer analyzing, the data taken from the text should be classified. The aim is to make the writer easier when analyzing. The data would be classified into two classes; types of language styles and purposes of using that language styles.

4. Analysis and interpret the data

After the data has been classified, the writer should analyze the data to get the answer of the research problem, what are the types of language styles based on William Wells' theory that existed on the Instagram captions by Sheraton Bandung Hotel & Towers, and what are the purposes that used language styles on Instagram captions of Sheraton Bandung Hotel & Towers. The result of the analysis would be written in descriptive form.

5. Conclusions

      The writer will conclude all the results of the study then, will give an assessment of the results.