

## **Chapter III**

### **Research Methodology**

#### **3.1 Research Method**

The current study is a qualitative descriptive analysis. As cited by Mack (2005), the utilization of qualitative methods in research provides insights into contexts, relationships, and behaviours, disclosing vital information previously unknown to researchers crucial for project design, data collection, and interpretation. Moreover, Maxwell (2005) contends that the advantages of qualitative research are mainly derived from its inductive approach, focus on words rather than numbers, and emphasis on specific situations or individuals.

Based on Mason's (2002) findings, the qualitative method aims to elucidate how language organization communicates various layers of significance. This research encompasses the fabric and intricacies of daily existence, the perceptions, encounters, and musings of the study subjects, the operations of social processes, institutions, discourses, and relationships, as well as the importance of the meanings they produce. Mason provides multiple principles for executing a qualitative investigation

In the process of analysing the data, qualitative research is carried out systematically and rigorously. The research is responsible for the quality of its findings and the assertions it makes. In this study, the research is responsible for investigating patterns and establishing the potential meanings derived from these patterns.

Qualitative research is conducted strategically to align with the collected data, and it involves flexible decision-making and data sorting while considering the context of the data collection the involvement of the researcher in qualitative research is characterized by active critical reflexivity, where the researcher understands their role in the study. By employing

qualitative research, it is feasible to develop detailed explanations or arguments based on the identified patterns in the analysis.

Based on the above points, the researcher is of the opinion that the approach is suitable for use in the study. This study aims to utilize Martin and White's (2005) Appraisal Theory framework to examine the Noun Phrase Analysis of Sheraton Hotel Advertising.

### **3.2 Research Design**

The subject of this study is Sheraton Hotel Sheraton Hotel advertisements which were obtained from the official Instagram of Sheraton Hotel. There are twenty-five total Advertising that the Researcher will analyse, the research sample was taken based on the location of Sheraton hotels spread across favourite cities of foreign tourists according to travel.detik.com which consist of the cities of Jakarta, Bandung, Padang, Bali, Yogyakarta, Batam, and Malang. Furthermore, the results of the researcher's identification found that the existence of Sheraton hotels was only in four areas, namely: Jakarta, Bandung, Yogyakarta, and Bali. Each city is represented by a maximum of five advertisements, except for the city of Jakarta, which has ten advertisements because Jakarta is divided into two areas, namely: Sheraton Grand Jakarta Gandaria City Hotel and Sheraton Jakarta Soekarno Hatta Airport.

### **3.3 Technique and Procedure of Data Collection**

The researcher activity serves as a fundamental strategy for gathering data, known as the "tapping method." The researcher then employs more sophisticated methods such as such as the Look Method procedures. The researcher did not participate in the writing of the commercial; instead, the researcher used data from advertisement documents that were restricted to the Sheraton Hotel, in this instance, the researcher solely listened to the text data in terms of both the text's language and content. The researcher recorded on a data card using the Note Taking Method Technique in order to conduct the listening method. Following the

recording, the researcher divided the material into nominal phrases using two criteria: the first was based on the Noun phrase structure of the Sheraton Hotel advertisements, and the second was based on their function of the noun phrase. The data needed is a number of noun phrases contained in Sheraton Hotel Advertising to obtain the data needed, the researcher looked for Sheraton Hotel advertisements on its Official Instagram account, where there are 5 Sheraton Hotel Instagram accounts with the following account addresses: 1) @Sheratonbandung, 2) @Sheratonjakarta, 3) @Sheratonjakartaairport, 4) @Sheratonjogja, and 5) @Sheratonkuta. The author took advertisements at the Sheraton hotel that were published over the past year, the advertisements in the form of digital advertisements distributed via Instagram, where there is a total of 25 advertisements that the author has successfully collected and can be seen in chapter 4.

### **3.4 Techniques of Data Analysis**

The study's data were examined and categorized into linguistic units in accordance with the noun phrase's function and structure. The distributional method was the data analysis technique employed. The distributional approach sorts the language elements in the language and even integrates them with the data using a determining tool. Three steps make up the distribution technique:

1. dividing the study data into language units.
2. using language intuition to discover the direct element units that constitute language units.
3. optimizing the syllabic, syntactic, and prosodic deciding tools.

Additionally, the researcher employed the Immediate Constituent Analysis, for analysing the structure of a noun phrase, this is a method in syntactic analysis used to break down sentence structures into smaller parts or their direct elements. This technique aims to

understand how words and phrases in a sentence relate to each other and form grammatical structures. For this analysis there are a couple things to consider namely:

1. Identification the sentence and objective analysis.
2. Dividing a Sentence into Direct Elements
3. Breaking Down Elements into Smaller Parts
4. Identification of Syntactic Functions and Grammatical Categories
5. Generalization and Drawing the Conclusions. After that the researcher will writer down the result in data table.

(Sudaryanto at Muhammad;2016)

After analysing the structure, next the researcher analyses the function of the noun phrase in Sheraton hotel by Sheraton Hotel Advertising using the expanding methodology is a more complex version of the distribution method for data analysis. To evaluate data using this technique, the language unit under consideration is enlarged with a specific lingual unit. In this scenario, there are two sorts of linguistic units: extended units and expanding ones. This strategy serves to clarify the meaning of specific language components (Sudaryanto, 1993: 55). This technique can be used to determine the meaning relationship between clauses that do not include conjunctions.