CHAPTER III

METHODOLOGY

3.1 Research Method

This research is a qualitative research and it is conducted by using descriptive analytical method. According to Creswell (2009, p. 177) descriptive analytical method is a method which describes the fact and analyze it completely. The researcher done the descriptive analytical method by finding the meaning of image, text and color in 12 smartphones printed advertisement which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC. Then, the researcher shows the characteristic of modern lifestyles which portrayed in image, text and color.

On this research, the writer analyzed and interpreted all data through a certain process of data collection and data analysis to describe the implied meaning of modern lifestyles in 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine.

The researcher uses Roland Barthes semiotic, where 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC will be analyzed in image, text and color. The denotative and connotative meaning are used to identify the concept of modern lifestyles in the

advertisements and to draw the conclusion that each 3 printed advertisements of Apple, Samsung, LG, and HTC advertisements portray the concept of modern lifestyles in its image, text and color.

3.2 Source of the Data

The sources of the data are T3 Magazine February 2010, T3 Magazine August 2012 and T3 Magazine January 2013 – T3 Magazine March 2013.

3.3 The Data

The data of this research are images, texts, and colors of 12 smartphones printed advertisements which consist of each 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine February 2010, T3 Magazine August 2012 and T3 Magazine January 2013 – T3 Magazine March 2013.

3.4 Data Collection Procedure

a) Finding 12 smartphones printed advertisements which consist of 3 printed advertisements of Apple, Samsung, LG, and HTC in T3 Magazine.

b) Identifying the verbal and non verbal language in each of the advertisement which include of image, text, and color which portray modern lifestyles by using Roland Barthes semiotic theory.

c) Identifying words in 12 smartphones printed advertisements which consist of 3 printed advertisements of Apple, Samsung, LG, and HTC.

3.5 Data Analysis Technique

a) Classifying the identified image, text, and color based on the criteria of modern lifestyles into the table of analysis.

b) Analyzing the image, text, and color based on the signification process with denotative image, text, and color.

c) Interpreting the connotative meaning in each 3 printed advertisements of Apple, Samsung, LG, and HTC.

d) Drawing conclusion about how modern lifestyles are portrayed in smartphones printed advertisements in T3 Magazine.