

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

This is a qualitative research by using descriptive analytical study. Qualitative research attempts to capture and understand individual definitions, descriptions and meanings of events (Burns 2000:388). According to Denzin and Lincoln (2000), the qualitative implies an emphasis on the qualities of entities and on processes and meanings that are not experimentally examined or measured (if measured at all) in terms of quantity, amount, intensity, or frequency. Qualitative focuses on the process in conducting the research.

While descriptive analytical method is conducted by describing facts and then followed by analyzing the facts. This study describes, analyze, and then interpret data based on the related theories.

3.2 Data

In conducting the research, the sources of data are taken from Blackberry Bold 9900 and 9790 advertisements in Kompas Newspaper from September until December 2011. The data will be analyzed based on their image, text, and color.

The data are the image, text, and color of Blackberry Bold 9900 and 9790 advertisements in Kompas Newspaper from September until December 2011.

3.3 Data Collection Procedures

The writer does these steps in collecting the data:

1. Finding Blackberry Bold 9900 and 9790 advertisements in Kompas Newspaper from September until December 2011 at PT. Kompas Media Nusantara
2. Selecting twelve advertisements in Kompas Newspaper from September until December 2011. They are chosen because they are reputed represent all the BlackBerry products.
3. Identifying the image, text, and color of the advertisements.

3.4 Data Analysis Technique

There are several steps in analyzing the data, they are:

1. Analyze each data (image, text, and color) that used in advertisement on denotative level by describing them.
2. Analyze each data (image, text, and color) that used in advertisement on connotative level by using Roland Barthes theories to get the connotative meaning.
3. Drawing conclusions the lifestyles of Blackberry Bold 9900 and 9790 printed advertisements in Kompas Newspaper from the connotative meaning. This conclusion will become the result of this study.