Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Univ23sitas Brawijaya Universitas Brawijaya Universitas Brawijaya University explain that the data in the qualitative approach deal with data that are in the form Stas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University of textual data rather than numerical data. The research objects are selected baseds it as Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universit1. The research objects are 6 advertisements of World Wildlife Fund (WWF), ersitas Brawijaya Universitas Brawijaya rawijaya Universitas habitat loss, illegal souvenirs, and illegal hunting. Sitas Brawijaya Universitad Data Collection The researcher collects the data by using some steps. The steps are written as Sitas Brawijaya Universi follows: hiversitas Brawijaya Collecting all the online advertisements of World Wildlife Fund (WWF). rawijaya Universit2. Selecting the advertisements with the topic on tiger include tiger extinction, sitas Brawijaya habitat loss, illegal souvenirs, and illegal hunting. rawijaya Identifying all the visual and verbal elements employed in the advertisements. Sitas Brawijaya Universita Listing all the visual and verbal elements found in the advertisements. Universitas Brawijaya Universit4s Universit 3.4 Data Analysis Universitas According to Hancock (1998, p. 17), in his book entitled "An Introduction to Universitas Brawijaya Universit document analysis. First, the basic level of analysis is a descriptive account of thesitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya data which are what is actually said with nothing read into it and nothing assumed about it. Second, the higher level of analysis is interpretative which is concerned Brawijaya Universitas Brawijaya Universitas Brawijaya University with what is meant by the response, what is inferred or implied. rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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