

CHAPTER III

RESEARCH METHOD

This chapter elaborates research design, data and data sources, data collection, and data analysis as the researcher strategies in conducting this research.

3.1 Research Design

The appropriate type of research in this research was qualitative. Moleong (2007) describes qualitative research as a research conducted to know the whole phenomena of words and language in detail in a scientific context using a certain scientific methods. So that, in conducting this research, the researcher used qualitative approach because the aim of this research was to describe the meaning and the structure analysis of slogan “*Trans TV Milik Kita Bersama*”, to understand the society’s interpretation toward the slogan and the impact of slogan to the society in Banjarwati village.

There were two types of this research. They were content or document analysis and case studies. Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. The material analyzed can be textbooks, newspapers, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents (Ary, et al, 2002).

However this research used the language of slogan so that research design was chosen to be used.

In addition, this research was also a case study. Ary et al (2002) explains a case study as a study which observes a single phenomenon occur in a society e.g. one individual, one group, one organization, and one program.

The goal is to achieve the description in detail. It uses multiple methods, such as interviews, observations, and archives to gather data. In this research, case study was used to know the society's interpretation toward slogan "*Trans TV Milik Kita Bersama*" and the impact of the slogan to the society in Banjarwati village covering children, adolescent, and adult.

3.2 Data Source

The data of this research covered two things. The first datum was the sentence of the slogan saying "*Trans TV Milik Kita Bersama*" used by Trans TV. Meanwhile, the source of this data was slogan of Trans TV. In addition, second datum was the utterances produced by the society covering children, adolescent, and adult in Banjarwati village chosen by the researcher. So, the source of this data was the society of Banjarwati village. This slogan was chosen by the researcher because it is one of good slogans. It consists of four words. It is also one of the special slogans and the longest slogans of Trans TV that used since 2001 till 2012 and makes Trans TV receiving many achievements in the national level. In other hand, it is a medium to express the idea and the purpose of Trans TV to satisfy the viewers.

Furthermore the researcher interviewed the society covering children, adolescent, and adult in Banjarwati village. The researcher chose this village because it is the developing village which has good security, less of unemployment, and high education. In fact from economic condition of the society, every house in this village has television. It means that this village could support the research about the impact of TV station's slogan to the society. Meanwhile the researcher chose village not city because it still has limitation mass media. So, television has important rule and gives big impact to them because it can influence the pattern and their life style from the information that delivered. Finally, it creates great influence in the village and society's development.

Moreover, based on the review of the population of this village on November, 2012, the number of population is 5980 people. However the researcher was in line Ary et al (2002) who explain the data in the qualitative approach deals with data that are in the form of words rather than numbers and statistics. In sum, the subjects were interviewed are 3 children, 5 adolescents, and 2 adults who had some criteria as follows:

1. The subjects live in Banjarwati village.
2. The subjects like watching TV.
3. The subjects watch TV for 5 hours over in a day.
4. The favorite TV Station of the subjects is Trans TV.
5. The subjects remember the slogan of "*Trans TV Milik Kita Bersama*" used by Trans TV since 2001 till 2012.

3.3 Data Collection

One of the major characteristics distinguishes qualitative research is the method used to collect and analyze data. In qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data (Ary et al (2002)). Therefore, research instrument has an important role in collecting data. The key instrument of this research is the researcher herself as Stainback (1988, cited in Lika 2012, p.25) states that “In qualitative research, the researcher is often the primary instrument employed to gather data. According to qualitative researches, the human person is the best instrument for grasping the meaning people give to events in their lives”. He wants to explain that human is the main instrument to gain a meaning of human being life. However in this research, the researcher also needed addition instrument like questionnaire and interview guidance, etc to conduct this research.

In collecting the data of this research, the researcher had two processes involved to help collecting the data explained as the following:

1.) Pre-Research.

In this process the researcher used extreme case sampling technique to choose the data. Ary et al (2002) argue that extreme case sampling is a way to get the data with selecting special or unusual units. In this case the researcher used questionnaire to select the subjects of this research. It aimed to give

limitation or special criteria to the subjects until the researcher considers that they are representative enough to be considered as the data of this research.

In this technique, the research selected the subjects by using some steps. The steps were done as follows:

a. Preparing questionnaire to decide the subjects which have special criteria to support this research. In this step, the researcher gave 10 questions that have many choices and every subject has the same question. However, the subjects chose Trans TV as the favorite TV station and “*Trans TV Milik Kita Bersama*” as the memorable slogan, and watch TV for five hours over in a day they fulfill criteria as the data of this research.

b. Distributing questionnaire in the society of Banjarwati village covering children, adolescence and adult. In this case the researcher distributed 300 questionnaires which are same with 5 % of the number of population in Banjarwati village. In addition, from 300 questionnaires, the researcher found 10 questionnaires that fulfilled as the subject in this research. In sum, there are 10 subjects in this research which consist of 3 children, 5 adolescences and 2 adults.

c. Deciding the subjects that fulfill special criteria as the data of this research.

2.) Post-Research.

Ary et al (2002) discuss the data collection methods used in qualitative research. There are three kinds of data collection methods that are most common used in qualitative research namely observation, interviewing and

document analysis. Since this research was case study, the researcher used interview method, one of the three data collection methods stated above. In this method, the researcher used semi structure interview. Sugiyono (2009, p.320) calls the type of this interview is involved in *in-depth interview*, which is in real condition more free than structure interview. In addition, the aim of this interview was to know the idea and the opinion of the subjects. Therefore, the researcher met the subjects directly to obtain the information. Moreover, this method also enabled a researcher and the subjects to establish a good cooperation so that it can produce a high response rate.

The researcher collected the data by using some steps. The steps were done as follows:

- a) Preparing a set of question about Trans TV especially the program and the slogan of Trans TV "*Trans TV Milik Kita Bersama.*" the example of the question is like what is your opinion about Trans TV?, Why do you like Trans TV?, What do you think about the slogan of Trans TV "*Milik Kita Bersama*"?, et cetera. In this step, the researcher will ask some questions for each subject. The researcher provided the questions in the appendix.
- b) Interviewing the subjects by using semi structure interview.

3.4 Data Analysis

According to Ary et al, in his book "*Introduction to Research in Education*" (2002), data analysis is a step for researchers to collect and arrange the data systematically in order to develop their understanding of the data and

present what they learned to others. In analyzing the data, the researcher used two processes because there were two data of this research explained as the following:

1. Analyzing the sentence of slogan saying “*Trans TV Milik Kita Bersama*”

In this process, the researcher focused to investigate the data based on the meaning and the structure of “*Trans TV Milik Kita Bersama*” slogan viewed syntagmatic and paradigmatic perspectives. Moreover, Fairclough’s theory was used by the researcher, especially Text Analysis.

However the researcher concerned on vocabulary choices and structure analysis of slogan “*Trans TV Milik Kita Bersama.*” It means that the researcher just wanted to analyze internal element of it. In the diction, the researcher concerned on meaning of slogan by using semantic theory. So, every word of this phrase was interpreted by the researcher. Moving to the structure of slogan, the researcher used semiotic theory, particularly syntagmatic and paradigmatic analysis. It means that the researcher wanted to know the pattern of the sentence of slogan saying “*Trans TV Milik Kita Bersama*” to know the syntagmatic analysis and replaced the word of this phrase for paradigmatic analysis. So, this data had different impression if the combination of the words were not arranged in that way.

In sum, the researcher used some steps to do this process. The steps were done as follows:

a. Analyzing the sentence “*Trans TV milik kita bersama*” based on the meaning by using semantic theory. It means the researcher concerned on vocabulary choices and the meaning from the sentence it self.

b. Analyzing the sentence “*Trans TV milik kita bersama*” based on the syntagmatic perspective. The researcher used semiotic theory. The sentence was investigated from the structure and the pattern.

c. Analyzing the sentence “*Trans TV milik kita bersama*” based on the paradigmatic perspective. In this case, the researcher also applied semiotic but concerned to replace the word of this sentence. So, the sentence was changed with the synonym of the word.

d. Drawing conclusion based on the internal element of “*Trans TV milik kita bersama*” slogan.

2. Analyzing the result of interview

The researcher investigated the society’s interpretation toward “*Trans TV milik kita bersama*” slogan used by Trans TV and the impact of slogan toward society in Banjarwati village encompassing children, adolescents, and adults by using the result of interview. Meanwhile, Fairclough theory was also utilized by the researcher to investigate and interpret those data. In particularly discourse practice was applied to understand the interpretation of the society and socio-cultural practice to know the impact of the slogan toward society covering children, adolescents and adult.

Finally, in this process the researcher had some steps that were applied. The steps were as follows:

- a. Identifying and classifying the utterances of children, adolescents and adults to make the data easy to be investigated.
- b. Selecting the result of questionnaire that shows delegation of the interpretation of the society and the impact of the slogan toward society.
- c. Investigating the society's interpretation of the slogan by using the result of interview covering children, adolescent, and adult. How they interpreted this slogan and what their opinion about the slogan.
- d. Discussing the impact of slogan "*Trans TV Milik Kita Bersama*" toward society in Banjarwati village covering children, adolescent and adult.
- e. After all of the steps, the researcher drew the conclusion based on the result of interpretation. It was supposed to make the result of the research become clearer and more detail to the reader and also to the researcher herself.