

CHAPTER III

RESEARCH METHODS

This chapter discusses the methods of conducting the study about implicature which is found on the back cover Kartini Magazines. It consists of four parts: (1) type of research, (2) data source, (3) data collection, (4) data analysis.

3.1 Type of Research

To analyze implicature, the researcher uses descriptive qualitative in which the advertisement is written in Kartini magazines. The researcher uses textual analysis design because the data are texts on its back cover. The researcher uses descriptive qualitative because the researcher analyses the data by describing the advertisement using the relevant theory of Sperber and Wilson in order to get information and understanding based on the phenomena appearing in the data deeply.

The type of research is textual analysis as the type of the research. And according to Ary et al (2002. P.442) document analysis (or textual analysis) is a research method applied to written or visual material for the purpose of identifying specified characteristics of the material such as textbook, newspaper, speeches, television program, advertisement, or musical composition, etc.

In this research, the writer explains about implicature which is found out in the utterances in advertisements on back cover Kartini magazines from January to

December 2012 editions. Since all the data source is the form of word, the writer chose textual analysis as the type of research.

3.2 Data Sources

The qualitative approach deals with data that are in the form of words or sentences, rather than numbers or statistics. Usually, the data are generated from interviews, observations, or the collection of documents (Ary et al., 2002: p.425).

Qualitative approach may also use written documents to achieve an understanding of the phenomenon being studied.

The data sources of this research are the advertistement slogan containing implicature. While the sources of the data are the utterance in advertisements on back cover Kartini magazines from January to December 2012 editions. The writer only focuses on the advertisement on back cover Kartini magazines from January to December 2012 editions.

In this research, the data collected are written texts in the form of phrase and sentences containing implicature. This research takes the data from the advertisement on back hard cover Kartini magazines especially from January to December 2012 and it contain 18 advertisements. The writer tries to identify implicature in this advertisement using Relevance Theory proposed by Sperber and Wilson, because this theory is considered as the simplest and the most accurate in term of its understanding.

3.3 Data Collection

Since this research is descriptive qualitative research, the main instrument of this research is the researcher himself as the key-human-instrument. After the writer obtained the data source, the writer collected the data by using textual analysis.

The writer takes the data from the utterance advertisement on back cover Kartini magazines. In this research, the writer did some steps for collecting the data:

1. Gathering the data from Kartini magazines around 18 advertisements
2. Selecting the utterance implicated in back cover advertisement.
3. Selecting the utterances implicated in advertisement.

3.4 Data Analysis

After collecting the data, the writer did the next step to analyze the data. There are some steps in analyzing the data for the research:

1. Organizing the data

In this step, the writer reads carefully and draws aside the collected data between advertisements on Kartini magazine. Then, the writer identifies the collected data by highlighting them based on whether they carry the implicatures or not.

2. Summarizing the data

In this step, the writer tries to find out the implicatures that are implied behind the utterances based on relevant theory by Sperber and Wilson (2004).

3. Interpreting the data

In interpreting the data, the writer gives interpretation based on the finding of the study. The next step is relating the finding of the study to the theories presented in Chapter II. The writer also draws the conclusion of his research.

