

CHAPTER III

RESEARCH METHODS

This chapter describes the methods used in this study: Research design, Data Sources, Data Collection and Data Analysis.

3.1 Research Design

The appropriate type of research in this study is qualitative one. Hancock (1998, p. 2) describes qualitative research is concerned with the opinions, experiences and feelings of individuals producing subjective data and it describes social phenomena as they occur naturally. So that, in conducting this research, the researcher used qualitative approach because the aim of this research are; to identify the signs and investigate the meaning of signs found in the World Wildlife Fund (WWF) advertisements.

This study is a content or document analysis. Hancock (1998, p. 17) explains that content analysis is a procedure for the categorization of verbal or behavioural data, for purposes of classification, summarization and tabulation.

3.2 Data Sources

The data sources of this study are the advertisements of World Wildlife Fund (WWF) published under “save the tiger” theme. Then, the data of this study are the images and utterances on World Wildlife Fund advertisement published under “save the tiger” theme. The researcher is in line with Mack et al (2005, p. 3) who