

explain that the data in the qualitative approach deal with data that are in the form of textual data rather than numerical data. The research objects are selected based on some criteria as follows:

1. The research objects are 6 advertisements of World Wildlife Fund (WWF).
2. The research objects contain the issue about tiger; include tiger extinction, habitat loss, illegal souvenirs, and illegal hunting.

### 3.3 Data Collection

The researcher collects the data by using some steps. The steps are written as follows:

1. Collecting all the online advertisements of World Wildlife Fund (WWF).
2. Selecting the advertisements with the topic on tiger include tiger extinction, habitat loss, illegal souvenirs, and illegal hunting.
3. Identifying all the visual and verbal elements employed in the advertisements.
4. Listing all the visual and verbal elements found in the advertisements.

### 3.4 Data Analysis

According to Hancock (1998, p. 17), in his book entitled "*An Introduction to Qualitative Research*", there are two levels in analyzing data in content or document analysis. First, the basic level of analysis is a descriptive account of the 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 with what is meant by the response, what is inferred or implied.

The following are the steps in analyzing data:

1. Analyzing the types of signs found in World Wildlife Fund (WWF) advertisements published under “save the tiger” theme by using the theory of icon, index and symbol by Charles Sanders Peirce.
2. Analyzing the connotation of each sign by using the theory of connotation proposed by Roland Barthes.
3. Analyzing the message which is made by combining all the signs employed in the advertisements.
4. Drawing the conclusion based on the data analysis.

