CHAPTER III

RESEARCH OBJECT AND METHOD

This chapter discusses about the methodology that is used in doing this *skripsi*. Research object, research method, techniques of collecting data and procedures of analyzing the data will be explained in this chapter.

3.1. Research Object

The object of this research is characteristics and goals of language in headlines of English advertisements based on Leech. This *skripsi* uses 11 advertisements from the popular brands of cosmetic and skincare product such as Maybelline, Revlon, Ponds, Dove, Loreal and Nivea as data. The data are taken from print advertisement, and stated in English. Print advertisement usually consists of verbal text and picture. The verbal part is composed of headline, subheadline, body copy, etc. This *skripsi* only focuses on headline because it is often placed at the leading position of advertisement to draw the most attention.

3.2. Research Method

The descriptive method of research is used in this *skripsi*. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984: 48). This *skripsi* uses descriptive method to describe the data to find the characteristics and goals laid in each advertisement.

3.2.1. Data Collection

In collecting the data, there are several steps used. Firstly, the data are taken mainly from cosmetics and skincare products advertisements. Secondly, the advertisement materials used in this *skripsi* are collected from the internet and cosmetic websites such as www.maybelline.com, www.dove.us, www.nivea.com, www.revlon.com, www.ponds.com and www.loreal.com. The data are taken at 25th February 2012. Thirdly, after getting the data, they are read and classified based on Leech's theory.

3.2.2. Data Analysis

The data are taken in the form of print advertisement because it is easier to analyze. After getting the data, they are read and analyzed to get the characteristics and goals laid in each advertisement. The characteristics of language in these advertisements are analyzed based on Leech's theory. These characteristics of language are related to the goals of attention value, readability, memorability and selling power based on Leech.

Sample of data analysis: *Style your lashes!*

This advertisement is simple and short. It uses simple word, simple sentence and pronoun "you." Based on Leech's theory, simple sentence and pronoun "you" are used to make it readable. This advertisement also uses imperative sentence to ask the customers to style their lashes using the product in order to achieve selling power.