CHAPTER III

RESEARCH METHOLOGY

This chapter presents the research methods used in this study. To carry out this research systematically, there are several aspects that are used for Shopee advertising research. These aspects are: Research Design, Data Sources, Data Collection, Data Analysis Methods.

3.1. Research Design

This research uses descriptive qualitative research. Qualitative descriptive research is a research method that utilizes qualitative data and is described descriptively. According to Sugiyono (2016: 9) qualitative descriptive method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects (as opposed to experimentation) where research is a key instrument of data collection techniques carried out by trigulation (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization. Qualitative descriptive research aims to make descriptions, descriptions systematically and accurately.

According to Djajasudarna (2009: 9), descriptive research method is a method that aims to provide a systematic description of the data, properties, and relationships of the phenomena to be studied. Qualitative research is a research procedure that emphasizes the quality of research that refers to the theory and concept of the qualitative descriptive method used because the research data is in the form of words and images. The purpose of using qualitative descriptive

methods in this study is to obtain an overview or description of the discourse structure of Van Dijk's Theory of the advertisement. This research is expected to provide an objective description of the discourse structure of Van Dijk's Theory, namely Macro Structure, Superstructure, Micro Structure.

As for the implementation of this research, the data collection method to be carried out is through descriptive qualitative methods. descriptive qualitative is a research method that aims to describe the results of the analysis of objects (Denzin & Lincoln, 2017). This method was chosen because the purpose of this study is not only to analyze, but also to describe the structure of the discourse contained in the shopee advertisement.

Then this study uses a discourse analysis model of Teun A Van Dijk. Discourse analysis is defined as an attempt to reveal the hidden intentions of the subject who put forward a statement. Van Dijk's analytical theory is the most widely used discourse analysis model. This model research can elaborate the elements of discourse in a text easily and practically. While the explanation is descriptive analysis, namely research that provides an objective picture, by describing and discussing the meaning in the Online Shop ''Shopee'' video advertising in youtube.com.

3.2. Data Source

The primary data source is the main data obtained from the ''Shopee'' video advertising in youtube.com by paying attention to each discourse structure in the form of words and visuals that contain meaning and messages. The

advertisement was obtained on the Smartphone Application, namely an Onlineshop called ''Shopee''.

Secondary data sources ''Shopee'' video advertising in youtube.com. (supporting data sources) in this study were obtained through library research media to obtain relevant theories and data that can be used to analyze and solve problems. Supporting data were also obtained through libraries, mass media, and the internet. This kinds of data of this research are some one, word, visual from ''Shopee'' video advertising in youtube.com.

3.3. Data Collection Method

This type of research is descriptive qualitative. the source of the data is taken from the advertisement of one of the e-commerce, namely Shopee entitled 3.15 consumer shopping days. The data collection is done by the documentation method. This method is used to obtain data in the form of transcripts, pictures, notes, etc. (Arikunto, 2013: 265). documenting in this case is done on Shopee e-commerce advertisements. This research begins by identifying advertisements, classifying data from advertisements according to three aspects (superstructure, micro structure, and macro structure), and interpretation according to van Dijk's view. The ad structure was analyzed with macro structure on thematic aspect, superstructure on schematic aspect, and micro structure.

3.4. Data Analysis Description Method

The description method of data analysis is a process of simplifying data into a form that is easier to understand and understand. The analysis used in this

study is in the form of direct observation of the object under study. This analysis is used to obtain data in accordance with the initial purpose of the study. The researcher listened to the advertisement through Youtube and then recorded every conversation made by the model in the advertisement. The results of these notes are then analyzed with reference to van Dijk's theory. This research begins by identifying advertisements, classifying data from advertisements according to three aspects (Superstructure, Microstructure, and Macrostructure), and interpretation according to van Dijk's view. The advertising structure was analyzed with macro structure on thematic aspect, superstructure on schematic aspect, and micro structure. In Van Dijk's AWK theory, the dimensions of discourse texts have a macro structure, super structure and micro structure. Macro structure is a structure that contains the main idea of a text. This element serves to provide an overview of a text.

As already stated, the structure of discourse does not only consist of a macro structure, but also has a superstructure and a microstructure level. A superstructure is a text outline or a text schema. Each text has its own outline or presentation. The presentation of the framework is based on the needs of the text creator as the sender of the message. Microstructure is the structure contained in the text. Microstructure analysis is the analysis of the lingual unit of the text. In structural analysis, the analyzer focuses on the analysis of the smallest part of a text or structural component of a discourse that can be observed.