CHAPTER III

RESEARCH METHOD

In this chapter, five topics would be presented. Those topics cover Research Design, Research Object, Research Instrument, Data Collection Procedure, and Data Analysis.

3.1 Research Design

Research design is defined by Ary, Jacobs, Sorensen, & Razavieh (2010) as a plan to get an in-depth understanding of particular group or phenomenon in its context made by the researcher. It arises from a topic or a general statement of a research problem. To put it simply, research design is a procedure or strategy functioned as the structure that guides the process of data collection and analysis of a research.

Furthermore, Ary et al. (2010) divide the approaches of a research into three different categories: qualitative, quantitative, and mixed methods. The three categories will be described as follows:

a. Qualitative is an approach that focuses on obtaining a very specific and detailed information of a phenomenon, situation, or individual perceived in its natural settings. This approach does not start with hypothesis.

b. Quantitative approach fulfills the contrasting role to the former approach. It is aimed at studying the relationship, cause, and effect through the use of numeric
investigation of a controlled data variance, answering the predetermined hypothesis.

c. The mixed method is an approach that combines both elements of qualitative and quantitative approaches.

In this study, the researcher employed a qualitative research design to dig out the detailed information on the types and formulations of the elliptical constructions. In consonance to that, Ary et al. (2010) further specify various branches of qualitative study, they are: basic interpretive study, case study, document analysis, ethnography, grounded theory, historical study, narrative inquiry, and phenomenological study.

In regards to the document analysis, Ary et al. (2010) explain that the document or artifact analysis may cover the personal (autobiographies, diaries, and letters), official (files, reports etc.), or documents of popular culture (books, films, and videos). It can be in the form of written, text-based artifacts (textbooks, novels, journals, logs, announcements, newspapers, transcripts, letters, e-mail messages, etc.) or of non-written records (photographs, audio, video, computer images, websites, musical performances, etc.). Accordingly, document analysis was utilized for this study’s qualitative design, as it matches with the data used in this current study context. The printed advertisements are identified to be having both written (text, transcripts) and non-written characteristics (photograph, pictures).
3.2 Research Object

The printed advertisements found in the National geographic magazine in the specific time frame were taken as the objects of this study. There are three issues of National Geographic Magazine that are used as the source materials:

a. “Why Birds Matter” is the issue of National Geographic Magazine released on January 2018. As its name depicts, it takes the narrative of animal and environmental awareness specifically the life, the impact, and the importance of birds as its main content. Based on the slight observation, this edition contains 13 advertisements in total.

b. “The New Big Brother” is the issue of National Geographic Magazine released on February 2018. This edition is focusing its main content to the discussion of how technology can affect the privacy and other aspects of life through the use of phones, surveillance camera, and satellites that are actively tracking the society. This edition comprises 11 advertisements.

c. “Through an Astronaut’s Eyes” is the issue of National Geographic Magazine released on March 2018. The main theme of this edition delivers the insight of the historical information related to the space exploration and record, along with the slight information of the earth life history in the perspective of astronomical study. This edition covers the total of 14 advertisements.
On the surface, there are 38 advertisements in total, but the analysis was further filtered to avoid the repeated use of same materials that were included throughout each issue, so the number decreased after the data selection process.

### 3.3 Research Instrument

Ary et al. (2010) describe, in qualitative research, the major characteristic is the concept of human as instrument, this means that the researcher itself is considered as the most possible option to perform and fulfill the role to primarily analyze and collect the data and all related information. Based on that, this research utilized the human instrument as it matches the scenario settings of this study, following the logical flow of the qualitative research design.

### 3.4 Data Collection Procedures

The data were collected by the researcher through the following steps:

a. Downloading the online materials of the three issues of the NatGeo magazine in the form of PDF.

b. Listing all the advertisements found throughout the three issues of the NatGeo magazine.

c. Filtering and selecting all the advertisements found to avoid similar or repetitive data.

d. Transferring the text in the advertisements into transcripts to be analyzed further.
3.5 Data Analysis

Data analysis in this research is aimed to obtain the answers to the two research problems presented on the first chapter: what are the types of elliptical constructions used in advertisements of National Geographic Magazine and how they are formulated. Hence, after all the data had been collected, the following procedures were applied:

a. Validation

Firstly, two phases of validation processes were applied. In the early phase, after the data have been collected, the researcher would prove the eligibility of the data provided by means of elliptical requirements introduced by Quirk et al. (1989). In the later phase, after the data have been analyzed by the researcher, the final findings are further validated by a linguist and grammar lecturer (N:18,12) with the expertise in syntax with a total of 10 years experiences in the specified field.

b. Identification & Classification

Secondly, the researcher would identify all the ellipsis found in all of the data and further classify the types of ellipsis based on the reviewed theory of the Quirk & Greenbaum (1990) categorization of Ellipsis, specifically the Incohesive ellipsis types that have been referenced in previous chapter.
Table 1

The classification of Incohesive ellipsis types and its ellipted elements.

<table>
<thead>
<tr>
<th>Ad No</th>
<th>Source Materials</th>
<th>Issues</th>
<th>Types</th>
<th>Ellipted Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>T</td>
<td>S</td>
</tr>
<tr>
<td>1.</td>
<td>Text</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2.</td>
<td>Text</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Lastly, after answering the former statement of problem, the information of what types of elliptical construction that is being used within the text were supposed to be already obtained, thus the elliptical constructions that had been found were further analyzed by using Halliday's & Hasan's (1976) concept of presupposition to understand the text formulation even clearer. Consequently, the other elements within the advertisement must be utilized. As the advertisement comprises both verbal and visual elements, the semiotic approach will be utilized to help the researcher presuppose the ellipted elements through the use of its visual component (pictures/photographs).

Table 2

<table>
<thead>
<tr>
<th>No</th>
<th>Picture</th>
<th>Ellipted Element(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>