

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the research design, object of study, data collection, and data analysis.

#### **1.1 Research Design**

There are several research design options. According to Ary et al. (2010), a research design is the researcher's strategy for the study, outlining the methodology to be employed, the types of data that somebody will collect, and from whom. There are also two different forms of research. The two types of study are quantitative and qualitative, according to Ary et al. (2010). Quantitative research uses objective measurement and statistical analysis of numerical data to comprehend and explain events. Qualitative research aims to understand social processes from the viewpoint of the study's human subjects.

The author of this study employed descriptive and qualitative research. Because the writer merely defined different types of figurative language and interpreted the advertising found in product promotion on Instagram for online shopping, this method is considered relevant for this study. Document analysis was a study similar to qualitative research. Document analysis is a research technique to discover specific material characteristics in textual or visual sources (Ary et al., 2010). According to Ary et al. 21 (2002), somebody might conduct material analysis on any document, including books, newspapers, speeches, television programs, commercials, musical compositions, etc.

#### **1.2 Object of the Study**

An item that will be used as research data is the study's object. In line with Bogdan and Biklen (2007), the document utilized as the major source of data in several studies was included in the study's object.

Somebody collected data from Instagram's online shopping ads. Somebody must use figurative language in the commercial of these texts. The advertisement features a range of figurative language on the WearingKlamby and H&M Instagram profiles. The

repetition of text in specific promotions also uses figurative language. Consequently, when gathering data, the authors only used one sentence from their Instagram account as a sample.

### **1.3 Data Collection**

The writer refers to the procedure for gathering data as "data collection." According to Ary et al. (2010), document analysis, participant observation, and in-depth interviewing are part of the researcher's toolkit for acquiring data. The goal of data collecting was to gather the information that could be used to determine the significance of concerns or to share with others. Additionally, the data are collected to offer information about a particular subject.

For this study, the author gathered information from writing that employed figurative language to promote products on Instagram's online marketplace. The author chose the adverts that were released from April to July 2023. Somebody took the following steps in the data collection process:

1. Collecting Instagram Online Shopping Ad Captions (WearingKlamby, H&M).
2. Find the caption and figure out the figurative language used in Instagram posts (WearingKlamby, H&M).
3. Highlight the text ad you've selected that uses figurative language.
4. Identifying the types of metaphors used in the Instagram captions that advertise (WearingKlamby, H&M).

### **3.4 Data Analysis Method**

Qualitative data analysis researchers make sense of their data and develop various approaches that tend to be aligned with particular conceptual frameworks and methods (William et al., 2017). Data analysis plays a crucial part in conducting research and determining the research's findings. There are various steps involved in data analysis, including:

1. To obtain the captions for Instagram online shopping, the writer observed the captions and performed transcription. The researcher made a transcription of the captions in this phase.
2. Identify the symbolic meaning of the Instagram captions that Wearing Klamby and H&M use to advertise their Instagram online business.

3. They are categorizing the figurative language used by WearingKlamby and H&M in their Instagram captions into different groups.
4. I am summarizing and drawing conclusions from the information in light of the data identification and categorization results from studies on WearingKlamby and H&M Instagram online shops.

Data analysis analyzes each element of the provided data by applying analytical and logical reasoning. The interactive model from Miles, Huberman, and Saldana (2014:14) is used by researchers to evaluate study findings. Qualitative data analysis involves interactive processes that continue indefinitely until the task is finished, saturating the data. The following are the interactive models that are mentioned:

#### **3.4.1 Data Reduction**

Data reduction entails classifying, selecting, and transforming data from written field notes or transcriptions. After fieldwork, data reduction and transformation continue until the final report is finished. The data used in this research came from documentation regarding figurative language or Instagram captions and will be minimized by selecting primary data. In this situation, WearingKlamby and H&M Instagram online shopping will be the only part of the selected data that is observed.

#### **3.4.2 Data Display**

Data display is the systematic arrangement of the primary data or the creation of straightforward but insightful data. The design and use of displays are components of analysis, much like data reduction is. Analytic activities include designing a presentation, choosing the rows and columns of a matrix for qualitative data, and deciding which data, in which form, should be entered in the cells. A table was employed as a guide to help the researcher in this study find the solution to the research questions described in Chapter 1. The analysis is carried out below the data column. The following sample shows the study's table in use.

**Table 1.1: Data Analysis**

No.	Data Published	Text	Figurative Language	Types of Figurative language

### **3.4.3 Conclusion, Drawing/Verification**

Data display is the second important flow of analysis activity. Concluding is the third flow of the analysis process. Somebody must continuously analyze data during or after collection to produce study results. In summary, somebody gathered the information for this thesis from the Instagram captions of WearingKlamby and H&M for their online shopping posts. There are various steps involved in the analysis of research data: Read the five Instagram captions from WearingKlamby and H&M, pick one to analyze, look for figurative language in it, and then come to a conclusion with a pie chart.

