

CHAPTER III

RESEARCH METHODOLOGY

This chapter provided the methodology utilized to conduct the study. This chapter outlines several parts of the research procedure, namely the method of the research, research object, data collection technique, data analysis technique, place, and time of research. More details are described below.

A. Method of the Research

This research employed a qualitative approach using the content analysis method. The qualitative approach investigates the values, meanings, beliefs, thoughts, experiences, and feelings associated with the phenomenon under examination (Wong, 2008). Also, according to Krippendorff (2004), Content analysis is a research method for making valid conclusions from data in a systematic and objective way, whether in the form of text, images, or other forms of communication. It was chosen because this research focuses on a systematic and in-depth analysis of the visual elements and semiotic meanings contained in the advertisement.

B. Research Object

The object of this research was English language course advertisement, particularly those disseminated through Instagram. This advertisement was selected because they rely on visual and textual elements to attract potential learners and communicate key messages about the course. This study aimed to conduct an in-depth analysis of how visual and verbal elements interacted to create meaning and persuasion within a specific advertisement. Instagram was chosen as the platform because of its visual and textual nature, which makes it an ideal medium for visual rhetoric analysis. In the context of advertising, Instagram provides space for brands to be creative with images, texts, colours, and symbols.

For more details, the following image is the selected English language course advertisement.



Figure 2 English Language Course Advertisement

C. Data Collection

In this research, the data were collected through documentation techniques. Documentation is the process of collecting, managing, and storing information or data to be used as evidence, reference, or basis for analysis. According to Rowley and Hartley (2000), Documentation is a way of capturing, managing, and disseminating information or data, often to share knowledge. In this research, an English language course advertisement on an Instagram account was selected. The chosen advertisements should include a various of elements such as images, colours, text, and logo to allow for a comprehensive visual rhetoric analysis. The selected advertisement was an advertisement uploaded on December 9, 2024. To get these English course advertisements, the researcher took files by capturing from the Instagram account of the English course being studied.

D. Data Analysis

In this research, the data were analyzed using Foss's (2005) theory combined with Newbold's (2018) theory, which focuses on several key aspects such as:

1. Nature of Image

There were two components, represented and suggested elements.

Table 1 Example of Nature of Image Analysis

Pictures and Functions	Presented Element		Suggested Element
Picture Element 1		A boy, a flower, an adult woman.	A child giving his mother flowers as a gift.
Function of Image	By showing a child giving a gift to his mother on Mother's Day, this advertisement directly connects positive emotions (joy, pleasure, harmony, family warmth, love, and affection) with the act of giving and receiving. Its main function is to raise positive emotions (Pathos) and show the harmony between mother and child. This image also serves to show that a harmonious relationship or closeness between mother and child can bring happiness to both the child and the mother. This image also serves to build the character (Ethos) of the brand as a place full of happiness and harmony. Finally, this image attracts attention, especially from the target audience of mothers.		

Picture Element 2		Two boys, three girls, and games.	Children are learning and playing together happily.
Function of Image	By showing children laughing and happy, this advertisement directly connects positive emotions (joy, fun, friendship, family warmth) with learning and playing together. Its main function is to raise positive emotions (Pathos) and show togetherness. This image also serves to show that learning activities can be carried out using methods that are enjoyable for children, thereby preventing them from feeling bored or tired of learning. This image also serves to build the character (Ethos) of the brand as a “child-friendly” (family-friendly) and enjoyable place. Finally, this image attracts attention, especially from the target audience of parents or families.		
Picture Element 3		A girl, a boy, and a trolley.	The children are happily shopping.
Function of Image	By showing children laughing and happy, this advertisement directly connects positive emotions (joy, pleasure, family warmth) with shopping or with the advertised brand/store. Its main function is to raise positive emotions (Pathos). This image also serves to build the character (Ethos) of the brand as a “family-friendly” and enjoyable place. Finally, this image attracts attention, especially from the target audience of parents or families.		

Report		
Thesis Seminar	Result	
Thesis Examination		

Based on the schedule above, the study is planned to last 14 months. Data collection is scheduled for May 2025, followed by data analysis and reporting of results through May 2026.