CHAPTER III

RESEARCH METHOD

This chapter describes the design of the study. Because the sample data consists of visual and verbal texts, semiotic analysis of verbal and visual texts are used to analyze the meanings of the selected print advertisements in *Autocar Magazine*. Furthermore, below are the procedures and techniques of analysis with a semiotics method.

3.1 Verbal and Visual Representation in Semiotics Perspective

This study uses a descriptive method to describe and interpret the selected printed advertisements, and to analyze the meanings behind the selected advertisements. Furthermore, this study also employs the framework of semiotics to analyze the texts. To analyze the verbal texts, this study uses the systemic functional linguistics. This study analyzes one of interactive meanings of the image: Mood. Mood analysis in this study was used as a tool in systemic functional grammar to describe the structure of the clauses and reveal the interpersonal meanings.

At the stage of visual text, the focus of the analysis is on the images which depict women in the advertisements as texts. The study focuses merely on the representation of visual texts from the images of selected print advertisements. The data use linguistic and visual mood analysis of the text, description, and explanation.

3.2 Data Source

This study investigates the advertisements in Indonesian edition of *Autocar Magazine* published in 2005 & 2007. Three advertisements were selected as samples. There were some reasons in the selection process of the samples:

a) The selected advertisements are use women as their models. This is relevant with the study.

b) Women models in those selected advertisements are more prominent than the offered product itself; car. It is interesting to analyze.

3.3 Sampling

The writer conducted a purposive sampling technique. Three advertisements were purposively selected as subjects of this study. Those advertisements were selected because they were suitable and relevant to the problems and the objective of this study. The selected advertisements were those that used the images of women. The data were taken from *Autocar Magazine*, the automobile magazine.

Autocar Magazine is fairly popular for automobile enthusiasts in Indonesia. *Autocar Magazine* is one of international magazines which have an Indonesian version. Because the number of the advertisements were too many, it was impossible to analyze all advertisements which were usually repeated in the same image for some editions. For some reasons, those advertisements were repeated in the next edition so the readers can strongly remember those advertisements.

3.4 Stages of Research

This research followed some stages as stated below:

a) **Collecting the data.**

This step subtracts print advertisements from *Autocar Magazine* from 2005 and 2007 Indonesia edition

b) **Investigating.**

This step was taken by conducting library research and browsing the Internet for related references and information.

c) **Data analyzing.**

This step was taken by analyzing, explaining and interpreting selected data based on semiotic analysis. Because the selected advertisements consisted of verbal texts and images, this study uses Mood analysis to analyze verbal texts, and reading images from Kress and van Leeuwen analysis (1990). This study also focuses on the representation of visual texts in automobile circumstances which are assumed as men's world.

d) Drawing conclusion and suggestions.

The conclusion was obtained from the findings of the selected data and discussions. On the other hand, the suggestions are conveyed for further studies.

3.5 Techniques of Data Collection

The following techniques were used to gain the data:

1. Print advertisements selection.

   It was done by selecting three printed advertisements from the *Autocar Magazine* that use women images in it. Those three selected advertisements are described below:

Tabel 3.1

Products and Taglines

Product	Taglines
KIA Picanto Car	Coz I'm Cosmo
BMW Car	You Know You Are The First
New Picanto Car	Follow Your Heart To Be Cosmo

2. Library research.

    It was collected to find the relevant theories and resources related to this study. Surfing the Internet also conducted to add helpful information related to this study.

3.6 Data Analysis

The qualitative analysis was presented to explore the domination model of women in the selected advertisements. Furthermore, a semiotic analysis was used to explore the signs and interpret their implicit meanings. Based on Miles and Huberman (1984) cited in Aziz Fuadi (2007), this study uses three steps of data analysis: Data Reduction, Data Display, and Consclusion Drawing.

Data reduction is the process of focusing, selecting, and then transforming the data into transcription or written texts. In this stage, related advertisements were selected and taken as data. Data display is about the information to constitute conclusion drawing and action that would be conducted. After selecting related advertisements as data, those selected data were interpreted as texts. The data were not only displayed in texts, but also visual texts. In order to analyze visual text, Kress and van Leeuwen's framework reading images was used for deeper explanation. This analysis reveals the meanings of symbols, icons or images of women in selected advertisement models that will come up with conclusion. It is expected that this discussion of the study may give a better understanding about the roles and functions of female models in *Autocar Magazine* print advertisements.

Further, the data were analyzed by using Hallidayan mood analysis (2004). This mood analysis was intended to discover the meanings of the text in selected advertisements.

This chapter explained the data source that was taken from *Autocar Magazine*, and the research was conducted based on print advertisements from three selected advertisements. The findings of this research will be discussed in the next chapter (Finding and Discussion).