

## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter discusses some aspects of research methodology. It consists of formulation of the problem, method of the research, data source, research procedure which includes data collection, data analysis, data presentation and stages of the research.

#### 3.1. Formulation of the Problem

Two research questions are formulated in order to give a focus to the whole research activity. In this chapter the research questions are restated as followed:

- a. What ideology is reflected in the “Axe Chocolate” advertisement?
- b. In what way is the ideology illustrated?

#### 3.2. Method of the Research

The method in this research is descriptive method, since the study aims at describing the ideology that lies in the “Axe Chocolate” advertisement. The aim of descriptive method is to examine a certain event or phenomenon. Picciano as cited by Jumirah (2002:45) describes the descriptive study as an investigation that tries to describe the existing phenomenon, current events, condition and situation.

Nazir (1988:63) formulates another definition of descriptive as followed:

...method in investigating a group status, an object, a set of condition, a paradigm or a sequence of a current events. It is aimed at providing an accurate factual and systematic description on facts, natures and relation of research phenomenon.

Through descriptive method, the phenomenon in the advertisement of “Axe Chocolate” is described to figure out the ideology that lies within the verbal and non-verbal message of the advertisement.

Furthermore, this study employs qualitative approach in analyzing the data with the reasons that the study emphasizes on words rather than numbers or counting features. Bogdan and Biden (Sugiono, 2005:9) state that qualitative research is descriptive; the data collected are in the form of words or pictures rather than number. In line with this, Strauss (2009:5) affirms that qualitative method could be used as a method for revealing or understanding something beyond particular phenomena which is hard to describe by quantitative method.

Therefore, qualitative-descriptive approach is applicable to describe the semiotic analysis of the phenomena or condition of the “Axe Chocolate” advertisement which brings ideology within it.

### **3.3. Data Source**

“Axe Chocolate” television advertisement is the subject of this study. This advertisement was created by Axe (Lynx) corporation in 2009. It is a chocolate-smelling fragrance in which the advertisement implies that because women like chocolate, they will find men who smell like chocolate irresistible. The

advertisement features a man who turns into chocolate when he sprays Axe on his body. He then goes on to be eaten by a series of women.

### **3.4. Research Procedure**

#### **3.4.1. Data Collection**

The following techniques are utilized to obtain the data:

- a. Collecting the verbal and non-verbal signs, non-coded message (the denotations in the advertisement) and coded message (the connotations in the advertisement), of the “Axe Chocolate” advertisement from each scene in order to find obvious description on plane of denotation and plane of connotation.
- b. Library research

The finding data are analyzed through the relevant theory of semiotics particularly theory of semiotics proposed by Barthes.

#### **3.4.2. Data Analysis**

According to Miles and Huberman (1992) data analysis consists of three concurrent flows of activity, i.e. data reduction, data display and conclusion drawing/verification. The three processes are represented in the figure below:

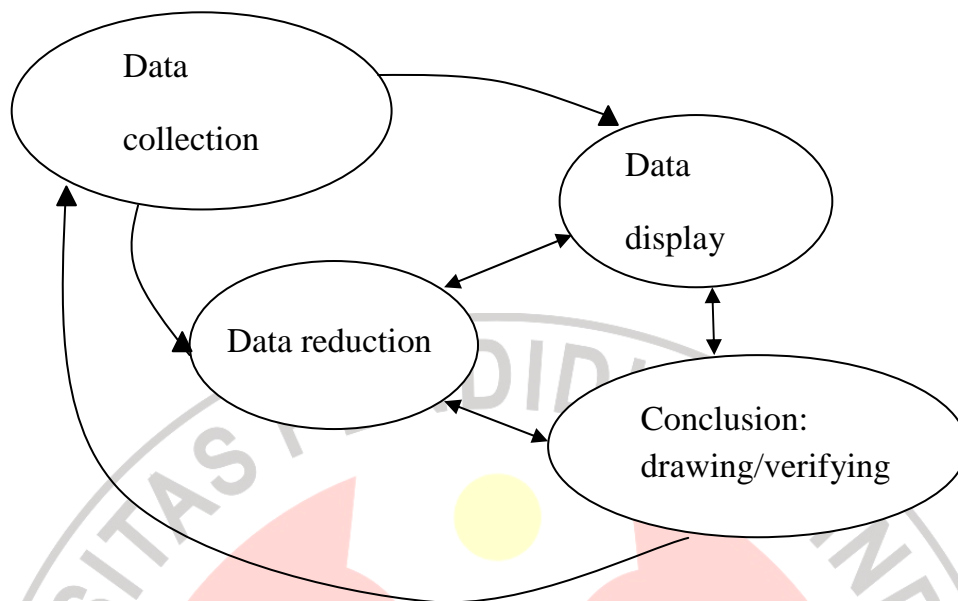


Figure 3.1 Stages of Data analysis

Source: downloaded from [www.rasch.org](http://www.rasch.org)

The process of data reduction consists of selecting, focusing, simplifying and transforming the data that appear in written up field notes or transcription. Data display is an organized, compressed assembly of information that permits conclusion drawing and action. Moreover, Alwasilah (2002: 164) states that data display consists of matrix or table, networks or mind map, flowchart, diagram and any other visual representation.

Furthermore, data analysis is based on a semiotic approach to advertisement analysis which utilizes the process of signification. It attempts to reveal a relationship between the two terms: signifier and signified. The correlation that unites them is something that is grasped in

the relation between signifier and signified. Barthes, moreover, observes that signification consists of a plane of expression (also called signifier) and a plane of content (also called signified) and that the signification is the relation of the two planes. The first system of signification as the plane of denotation is definitional, 'literal', 'obvious' or 'commonsense' meaning of sign (Chandler: 1997). For instance, when the word 'cat' (signifier) has the concept 'a small animal with soft fur that people often keep as a pet' (signified), the relation between signifier 'cat' and the signified 'a small animal with soft fur that people often keep as a pet' give us the signification 'animal, cat'.

At the second level, the previous relation between signifier and signified becomes the plan of expression or the signifier become the plan of expression or the signifier of the second system. For example, the word 'cat' does not mean the relation between the signifier and the concept of the material object (animal), but instead the signifier of a new sign a spiteful woman instead. Barthes emphasizes that the ideological level always refers to the connotative aspects of the messages. The sign map of Barthes can be seen in the figure below:

1. Signifier	2. Signified
3. Denotative sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Figure 3.2 Barthes' sign map

Source: adopted from Cobley and Jansz 1998:51

### 3.4.3. Data Presentation

In order to obtain a comprehensive analysis, the advertisement is divided into a scene: 'a dramatic unit composed of a single or several shots. A scene usually takes place in a continuous time period, in the same setting, and involves the same characters' (Chandler, 1997). Then the advertisement will be transcribed scene by scene to obtain visual illustrations and verbal transcriptions. After getting the visual illustration and verbal transcriptions, the images that appear in a scene will be analyzed through Barthes' Semiotics model. Through scene by scene analysis, connotative meanings which related to an ideology will be obtained.

The data presentation will be presented as follows:

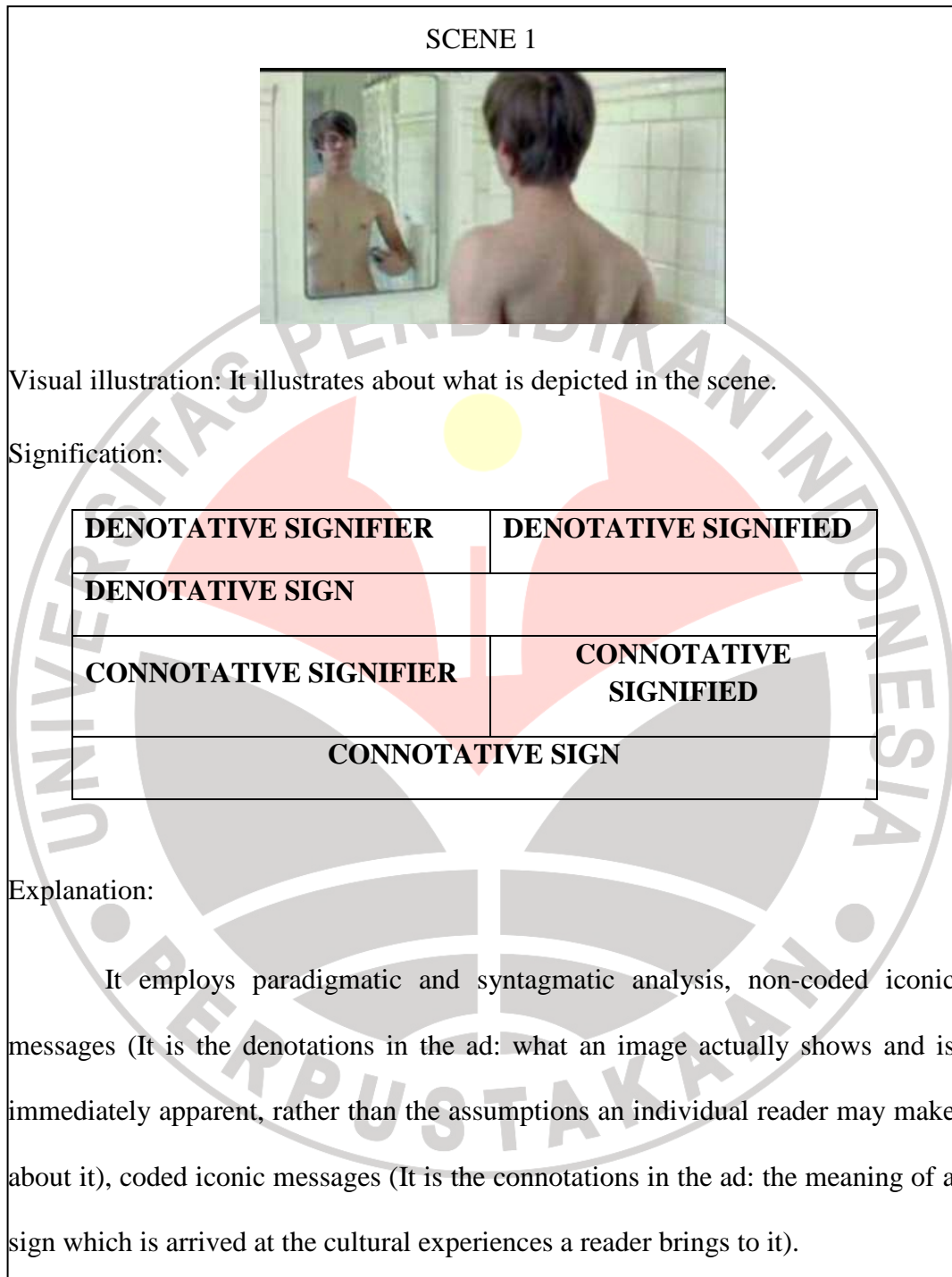


Figure 3.3 Data presentation of the present study

### 3.5. Stages of Research

The following stages are used in conducting this research:

1. Preparing investigation. Finding some related references by doing library research and surfing the homepage as well as website.
2. Collecting the data. The advertisement was downloaded from the [www.youtube.com](http://www.youtube.com). Then the ad is transcribed not only into sentences and phrase in order to make visual illustration and verbal transcription, but it is also divided into scene in order to obtain a comprehensive analysis of the image.
3. Analyzing the data by interpreting and explaining them into the process of signification based on the semiotic analysis. Roland Barthes' Semiotics model is used to analyze the data. The signification is based on the relation of two planes, i.e. the plane of denotation and the plane of connotation. Barthes argues that the orders of signification called denotation and connotation combine to produce ideology. The second system or the plane of connotation is the ideological level (Sobur, 2004).
4. Drawing conclusion and suggestion.  
The conclusion is obtained from the result of the data and the suggestion is dedicated for further study.



Below is the example of the analysis that will be done in the present study:



Figure 3.4 Shots of scene 1 from Axe Chocolate advertisement

**Visual illustration:**

There is a white young man standing in front of the mirror that is located in the bathroom. He is facing the mirror which makes clear of the vision of his upper body (stomach and chest). Then he sprays himself with Axe Chocolate body spray whilst facing the mirror. After he is spraying himself with Axe Chocolate body spray He is putting back the body spray. In a few second, he turns into a smiling Chocolate Man.

**Signification:**

A young man standing in front of the mirror whilst spraying himself with Axe Chocolate body spray, then he turns into Chocolate Man. <b>(Denotative signifier)</b>	Man = chocolate. <b>(Denotative signified)</b>
Chocolate Man <b>(Denotative sign)</b>	
Chocolate Man <b>(Connotative signifier)</b>	metamorphosis <b>(Connotative signified)</b>
Happiness <b>(Connotative sign)</b>	

Table 3.1 An example of signification of scene 1

## Denotative Meaning

### (1) Fashion codes



Figure 3.5 A picture of a man who is wearing jeans

### (2) Color codes

The most dominant colors in this scene are green and white.

### (3) Non-verbal codes

- The man figure appears topless
- The man figure has bright skin
- The man figure looks gloomy before he turns into the Chocolate Man

### (4) Technical codes

Technical codes which are applied in this scene are elaborated below:

Camera distance	Long shot
Shot angles	Eye level




	
Camera distance	Medium shot
Shot angles	Eye level
	
Camera distance	Big close up
Shot angles	Eye level
	
Camera Distance	Medium shot
Shot angles	Eye level
Editing Features	Matched cut
Sound	Studio sound

Figure 3.6 Technical codes of scene 1

## **Coded iconic messages**

### **(1) Fashion codes**

Jeans connotes young and modern. It is correlated with the target market of the advertised product. The advertiser tries to persuade young people through jeans, the symbol of young people.

### **(2) Color codes**

White connotes pure, clean and goodness. These connotations signify an image of a healthy man, which is represented by the man figure.

Green connotes young. Since the target market of the product is young people, therefore it is proper to use green color to represent young people.

### **(3) Non-verbal codes**

It is permitted for a man to appear topless. However, although it is permitted it still triggers the idea of sensuality and sexiness. Showing one's chest, as has been mentioned before in chapter 2, connotes sensuality and sexiness. In addition to this, by appearing topless the man figure also exposes his bright skin. The connotation of bright skin supports the idea of a healthy man.

Next, take closer look at the face of the man figure before he turns into the Chocolate Man. He does not put a smile on his face, it signifies unhappiness. Meanwhile, after he becomes the Chocolate Man he smiles widely. Smiling has already become the signifier of happiness. Therefore, it can be concluded that being Chocolate Man means being happy.

#### **(4) Technical codes**

All shots in scene 1 are taken from the eye level angle. To shoot an object from eye level angle gives a connotation that the object has an equal status with the viewers. As in the advertisement, the man figure has an equal status with the target market itself.

Furthermore, the distance between camera and object in the ad changes variously. The first shot is taken from long distance. It is employed to expose the costume and the setting, but in the next shot the costume and the setting are not clearly noticed. The second and fourth shot are taken from medium shot. It is employed to make the viewers as if it is their own reflection. At the first glance the viewers will directly look at the reflection in the mirror rather than the real figure. Yet, these shots are applied for exposing the upper body of the man's figure. The third shot is taken from a big close-up distance. It is employed to heighten the importance of the object.