

METHODOLOGY

The research employed a qualitative content analysis method. Creswell (2014) highlights that the qualitative method serves as a method to comprehend the significance individuals or groups assign to a social or human issue. The qualitative method elaborates on a concept, definition, or phenomenon. This method describes an object associated with its meanings through descriptive forms, providing detailed explanations. In addition, the qualitative method examines the interactions and actions intended by the actors. The content analysis study has been chosen as the method because the data for the research are the content of the advertisements in the form of videos, uploaded in social media. It focuses on the description of a specific phenomenon within its context. Therefore, the qualitative content analysis method is used for this research because it deals with the sign and its meaning to identify the representation of empowered women.

The data in this research were obtained from the Mother of Pearl's official Instagram account, called @mop.beauty. One of the posts or catalogs is the Mother of Perfumery's first edition, which was uploaded in October 2023. To collect the data, the research follows the following steps. First, searching for the Mother of Perfumery catalog on the Mother of Pearl official Instagram account. Second, purposely deciding the first edition as the data for the research, uploaded in October 2022. Third, downloading the advertisement videos from Instagram to be watched repeatedly. Fourth, watching the downloaded videos thoroughly to find the signs in the videos. Last, parsing each video into several scenes and analyzing the signs.

In gathering the data, this research uses instruments. A research instrument is a collection of tools employed to measure observed natural and social phenomena (Sugiyono, 2015). The research instrument aims to collect data and information, answering the research questions. This research uses two instruments as follows. The first one is a website video downloader. The advertisement videos were downloaded using snapinsta.app website. The Instagram video links were copied and pasted to a writing box provided on the website. After that, the videos were downloaded and automatically saved into the phone storage. The second one is a table. Tables were used in this research for compiling the signs and scene elements to be analyzed.

To analyze the data, the research follows the following steps. First, focusing on only 6 scene elements, such as color selections, body language, facial expression, dress code, video effects, and properties. The reasons are that those elements contain nonverbal aspects, a communication of meanings, and interactions. Third, focusing on signs that pictured women's various characteristics and skills in those 6 scene elements. Fourth, taking notes of the relevant signs that represent empowered women. Fifth, analyzing the signs used connotative and denotative theory developed by Barthes (1957). In addition to Barthes' theory, other theories, such as the color theory proposed by Wierzbicka (1996), the body language and facial expressions theory proposed by

Navarro (2018), and the fashion theory proposed by Blumer (1969) have been consulted. Last, interpreting the analyzed signs and concluding the analysis.