

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides methodological aspect of the current research. It covers formulation of problems, research method, and research procedure (including data collection, data analysis, and data presentation).

3.1. Formulation of Problems

The present research investigates the representation of women specifically as the mother shown in *Dettol* television advertisements. The urgency of doing the research stems from the need to find out how mothers are represented in terms of four aspects of gender stereotypes proposed by Deaux and Lewis, namely physical appearances, occupations, behaviors, and traits (see Brannon, 2004). Based on this thesis statement, the research is carried out to answer these following research questions:

1. How are mothers represented in terms of physical appearances, occupations, behaviors, and traits?
2. What meanings can be made from this representation?

3.2. Research Method

The research employs a descriptive qualitative research design by conducting multimodal analysis on mothers in *Dettol* television advertisements. Qualitative research allows researchers to analyze the unquantifiable data and to examine the nature of something in various social setting. It is interested in the way humans make sense of their surroundings and interpret the phenomena in terms of the meanings people bring to them (Berg, 2001; Denzin and Lincoln, 2005). Meanwhile, the descriptive design relies on observing and describing particular phenomena and attempts to see what can be predicted to happen again under the same circumstances (Walliman, 2011).

The descriptive qualitative method in the present research is applied using multimodal analysis or multimodality. Multimodality refers to the procedure of analysis to study a text with various semiotic modes, such as television advertisements (see Hermawan, 2013; Machin & Mayr, 2012). Multimodality

aims to see how those various modes are combined to create a meaningful whole (Kress & van Leeuwen, 2006). In relation to the present research, multimodal analysis is employed to see the meanings of mothers built by the integration of verbal and visual semiotic modes are in *Dettol* television advertisements.

3.3. Research Procedure

The research employs the descriptive qualitative research by conducting multimodal analysis based on Kress and van Leeuwen's *Visual Grammar* (2006) and Halliday's *Systemic Functional Linguistics* (1994). The visual data are all scenes in the advertisements containing the image of mother. Meanwhile, the verbal data are all utterances produced during the selected scenes play.

The visual analysis only covers the *narrative representation*, *conceptual representation*, *representation and interaction*, and *the meaning of composition*. The *narrative representation* covers the analysis of vectors or movements and categorizes them into either *action processes*, *reactional processes*, *speech and mental process*, *conversion process*, or *geometrical symbolism*. The *conceptual representation* categorizes the data into either *analytical process*, *classificational process*, or *symbolic process*. The *representation and interaction* covers the analysis on the *gaze*, *size of frame*, and *vertical angle*. Meanwhile, *the meaning of composition* covers the analysis of the information value in visual data. Additionally, all the verbal data contained in the selected scenes are analyzed using *transitivity* and *mood analysis*.

3.3.1. Data Collection

The data were in the form of videos of *Dettol* television advertisements downloaded from www.dettol.co.id. Six *Dettol* television advertisements were selected for the research because they involve the appearance of mothers who play the major character in the advertisements. The version of those advertisements are as follows:

1. *Dettol* television advertisement “*Dettol Re-energized*” version (duration: 29 seconds).

2. *Dettol* television advertisement “*Dettol Liquid Antiseptic (First Aid)*” version (duration: 30 seconds);
3. *Dettol* television advertisement “*Dettol Hand Wash Original*” version (duration: 29 seconds);
4. *Dettol* television advertisement “*Dettol Liquid Antiseptic (for Bath)*” version (duration: 29 seconds);
5. *Dettol* television advertisement “*Dettol Liquid Antiseptic (Germ-free Floor)*” version (duration: 29 seconds).
6. *Dettol* television advertisement “*Dettol Anti-Bacteria Original*” version (duration: 30 seconds).

3.3.2. Data Analysis

The research follows Hermawan’s (2013) procedure of analyzing multimodal text involving verbal and visual semiotic modes. The steps are modified based on the needs of the present research. The steps are as follows:


1. Selecting the scenes consisting of the appearance of the mother as unit of analysis. Scene refer to “the distinct phases of the action occurring within a relatively unified space and time” (Bordwell & Thompson, 2010, p. 105).
2. Presenting the scene, description of the scene, and the elements of visual analysis in tabular form.
3. Analyzing the visual data based on Kress and van Leeuwen’s (2006) *Visual Grammar*.
4. Analyzing the verbal data separately using and Halliday’s (1994) *Systemic Functional Linguistics*.
5. Interpreting the findings based on the relationships between the verbal and visual data.

3.4. Data Presentation

The data from the selected scenes were broken down into the elements of visual and verbal analysis stated in the research procedures following the work of Kress and van Leeuwen (2006) and Halliday (1994). The example of data presentation can be seen in Table 3.1. Further elaboration of the data was presented in chapter

IV. The selected scene presented in the table 3.1 is taken from *Dettol* television advertisement “*Dettol Hand Wash Original*” version.

Table 3.1 A Multimodal Analysis of A Mother’s Representation in Scene 1 *Dettol* Television Advertisement Version *Dettol Hand Wash Original*

<p>Visual Analysis</p>	 <p>Mother: “<i>Walau terlihat bersih, bukan berarti bebas kuman.</i>”</p>
<p>Description: The scene takes place at home. The scene shows the mother sitting on a chair and facing the screen, while her child standing next to her. The mother describes what is on the screen by saying ‘<i>Walau terlihat bersih, bukan berarti bebas kuman</i>’. The mother wears a white coat and a pair of trousers. Meanwhile, the child wears a green clothe. The scene is taken in an eye-level angle with a medium close shot.</p>	
<p>Narrative Representation: 1). The scene contains a reactionary process since the mother and the child look at the screen. Thus, both the mother and the child are the reactor, and the screen at which they are looking is the phenomenon. 2). The scene also contains an action process since a vector can be drawnd from mother’s right hand, holding the child. Thus, the mother is the actor and the child is the goal. The fact that the mother gives the explanation about what appears in the screen shows that the mother is knowledgeable. Meanwhile, the action process of mother holding the child signifies mother’s care toward her child.</p>	
<p>Conceptual Representation: 1). This scene contains an analytical process embedded within the mother. Thus, the mother is the carrier (the whole) and the outfit that she wears is the possessive attributes (the parts). Focusing on the carrier in this analytical process, the mother is a woman who has the white complexion and beautiful face. Meanwhile, in terms of possessive attributes, the mother wears a typical outfit commonly worn by doctor. Based on this analytical structure, the scene indicates that the mother is someone with a high educated position.</p>	
<p>Representation and Interaction: 1). Based on the gaze, the scene is considered an <i>offer</i> image since none of the represented participants looks directly at the viewer. Thus, the image aims to be read as a piece of information or object of contemplation on how the mother teaches her child about health. 2). The scene is taken with medium close shot which indicates that there is the personal distance between the mother and the viewers. It</p>	

signifies that the mother and the viewers are close. 3). In terms of power, this mother is portrayed as someone with equal power with the viewers since the image is taken in the eye-level angle.

The Meaning of Composition: There are three participants in the scene. Those are the child, the mother, and the screen they look at. The child is presented in the left side, the screen is in the right side, and the mother is positioned between them. Thus, the child is the *given*, the screen is the *new*, and the mother is the *mediator*. Since the child is considered as the *given*, it is depicted as more common or less important information. Meanwhile, the screen is considered as something that needs to be paid attention to, since it is presented in the right. The screen is the main focus of this scene.

Verbal Analysis : The scene shows a speech process in which the mother is the speaker and the child is the target of the speech. Below is the analysis of the speech process.

Walau (itu) terlihat bersih,

Carrier	Attributive	Attribute
Subject	Finite	Complement
Mood		Residue

Bukan Berarti (itu) bebas kuman

carrier	attributive	Attribute
Subject	Finite	Complement
Mood		Residue

Both clauses contain relational process in which 'hands' are being attributed with 'clean' and 'germ-free'. In relation to the visual data, the verbal data fulfils complementary role to show that the mother has knowledge on the cleanliness. Thus, the scene signifies that the mother is smart/ knowledgeable.