

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspects in conducting the study. This chapter covers research method, data collection, and data analysis. The topics are described below in detail. The research method is the way how the data of this study are collected. Data collection contains the steps of collecting the data in elaboration. In the data analysis, the process of data, analyzing data is described. As mentioned in Chapter I, this study investigates the representation of family in the selected printed soap advertisements. Therefore, this research methodology is designed to answer these problems.

3.1 Research Methods

This study used a descriptive qualitative method. A qualitative method is the method which is ‘interpretative and subjective’ (Belk, 2006). According to Bogdan and Biklen (2007) a qualitative research deals with words and pictures, not numbers. Moreover, a descriptive method is investigation focusing on relation that exist, uttered opinions, processes that are going on, evident or trends concerned with the current condition (Best and Kahn, 1989). Therefore, a descriptive qualitative method is the most appropriate method for this study, because this study focuses on analyze, describe and interpret the representation of families in the selected printed soap advertisements.

3.2 Data Collection

The objects of investigation included sanitary products. The data were collected from printed soap advertisements. The printed soap advertisements were selected by downloading on the internet, as follows: *Lifebuoy* soap, *Detol* soap and *Nuvo* soap. They were taken randomly from www.google.com suitable with each brand name. Even though, the data were taken randomly, but the study has used the following procedure. Firstly, the advertisements were selected because they were suitable for the issues of the representation of the family. Secondly, the selected printed soap advertisements should have images of family, consists of father, mother, son or daughter. Thirdly, these selected printed advertisements should have verbal texts in the image. Moreover, the selected printed soap advertisements


were analyzed by investigating the elements of advertisements included visual images and verbal text.

3.3 Data Analysis

This study used several levels of visual and verbal analysis in semiotic concept. An image analysis was divided into two, which is a visual analysis and verbal text analysis. As stated previously, this study employed a semiotic study proposed by Barthes (1957) 'order of signification' in the analysis. This study analyzed the visual elements by using the order of signification. The signification was based on the relation of two-order sign systems: denotation as the first-order signification and the connotation as the second-order signification. Theory of Barnard (2006) becomes a tool to analyze the connotative meaning of fashion and physical appearance in the images of family. Theory of Ekman (2003) conveyed the facial expressions and human emotions in the images of family in the selected printed soap advertisements. The connotation in color relied on the theory of color based on western culture by Wilfred (1962), Linschoten and Mansyur (as cited in Kasali, 1995) and Fisher (2004). Moreover, *reading image* theory by Kress and Leuween (2006) analyzed the meanings of frame size, camera angle and the relation between the represented and the interactive participant in these printed soap advertisements. Those frameworks were conducted to identify the meaning of family in visual elements in the selected printed soap advertisements.

Furthermore, the investigation focused on analyzing narration and tagline as the verbal signs. The verbal text in the images was analyzed by using theory *transitivity* by Gerot and Wignell (1995). Transitivity deals with the analysis of processes, participants, and circumstances. Each verbal element in the selected advertisements was categorized whether it belongs to material, mental, verbal, relational, behavioral, or existential processes. The participants of the processes were analyzed. The theories above became an essential for this study. Thus, the results and finding of the analysis were the basic evidence to formulate a conclusion and suggestion of the research. The example of the analysis was represented in the table 3.1 below:

Table 3.1 example of visual analysis in the printed *Lifebuoy* advertisements

Printed <i>Lifebuoy</i> advertisements	
Visual	Description
 <p align="center">Picture 1.1</p>	<p>This advertisement displays a family consists of father, mother and daughter who are gazing one another with happy expressions.</p>
Signification	
Signifier	Signified
<p>Clothes: Father and daughter are wearing red T-shirt</p> <p>Mother is wearing pink T-shirt</p> <p>Facial Expression: Cheeks pushed up, mouth drawn back at the corners and wrinkled skin under the eyes.</p> <p>Frame Size: Close-up</p> <p>Camera Angle: Low angle</p>	<p>Red signifies aggressive, active, strong, hot, brave, sexy, evil, resolution, passion, anger, violence, and danger, conquering, spirit, dominant, commanding, active, dynamic, vital, bravery, love, pleasure, and good fortune (Fisher, 2004; Wilfred, 1962; Linschoten & Mansyur (as cited in Kasali, 1995)).</p> <p>Pink signifies femininity, love, romantic, sympathy (Wilfred, 1962)</p> <p>Enjoyable emotions (Ekman, 2003).</p> <p>Intimate and personal relation between the represented participants and the viewers (Kress & Leeuwen, 2006).</p> <p>The represented participant has power over the interactive participant (Kress & Leeuwen,</p>

<p>Color Saturation: Warm (yellow, orange, red)</p>	<p>2006). Being dominated, controlled, unauthority (Selby & Coedery, 1995). Optimism, hope, desire, and agitation (Selby & Coedery, 1995).</p>
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Lifebuoy printed soap advertisement picture 1.1 has a visual image of family. The family consists of father, mother and daughter. The mother is wearing pink T-shirt. Pink signifies feminine, love, romantic, sympathy (Wilfred, 1962). In the context of this picture the T-shirt of mother signifies love. It can be seen a mother gazing to a member of family with full of love. Moreover, the father and the daughter are wearing red T-shirt. Red signifies aggressive, active, strong, hot, brave, sexy, evil, resolution, passion, anger, violence, danger, conquering, spirit, dominant, commanding, dynamic, vital, bravery, love, pleasure, and good fortune (Fisher, 2004; Wilfred, 1962; Linschoten & Mansyur (as cited in Kasali, 1995)). In the contexts of this picture, the T-shirt of father and daughter signifies an active and dynamic spirit. The father and daughter have an active and spirit personality, it can be seen a father carry the daughter in his back. Therefore, the relationship between father and daughter is seen as dynamic. Furthermore, in this picture, the members of the family are gazing one another with happy expression. It can be seen a facial expression the members of the family that is cheeks pushed up, mouth drawn back at corners and wrinkled skin under the eyes. According to Ekman (2003) the facial expression is called enjoyable emotions. As has been mentioned, the members of family looked at each other which means an absence of gaze at the viewers. It is interpreted as an *offer* made by the copywriters to the viewers (Kress and Leeuwen, 2006). The frame size of this picture is a close-up because the close shot (close-up) which shows the head and shoulders of the subjects. The close-up frame size means an intimate and personal relation between the represented participants and the viewers (Kress and Leeuwen, 2006). Printed *Lifebuoy* advertisement displays a family which is positioned at the top corner. It means this position includes low camera angle, which means being dominated, controlled, unauthority (Selby & Coedery, 1995). According to Kress and Leeuwen (2006)

low angle indicates that the represented participant has power over the interactive participant. The image of the family is a represented participant that has power over the interactive participant (the viewer). In this advertisement the interactive participant is being dominated, controlled and unauthority (Selby and Coedery, 1995). Moreover, the color saturation of this advertisement is of yellow, orange and red. According to Selby and Coedery (1995), color saturation of yellow, orange and red indicates optimism, hope, desire, and agitation. In the context of this picture, yellow, orange, and red color envelops the whole image accentuates the desire to prevent germs and protect the family.

Table 3.2 example of verbal analysis in the printed *Lifebuoy* advertisement (Picture 1.1)

[<i>Lifebuoy</i>] Prevent germs that cause diseases. Protect your family with <i>Lifebuoy</i> .			
[<i>Lifebuoy</i>]	prevent	germs	that cause diseases
Actor	Material	Goal	Circumstance
Protect	your family	with <i>Lifebuoy</i>	
Material	Goal	Actor	

Based on the table above, the family in the second sentence is positioned as a goal. The word “*Lifebuoy*” is an actor in the first sentence. The word “*Lifebuoy*” is invisible in the first sentence but the word “*Lifebuoy*” can be inferred as an actor. In this context, the word “*Lifebuoy*” is doing the word “prevent” as material processes for the word “germs” as a goal and “that cause diseases” as a circumstance of cause. The word “that cause diseases” as circumstances of cause because this words give the information about cause. Therefore, the first sentence includes material processes. Moreover, similar with first sentence, in the second sentence the word “*Lifebuoy*” is an actor. The word “*Lifebuoy*” doing the word “protect” for the word “your family” as a goal. In this context, the word “your family” is a goal. It means the aim of *Lifebuoy* product is to protect all of family in the world. By using the *Lifebuoy* product, the family is protected from germs that cause diseases. As mentioned, family in this context consists of father, mother and daughter. Moreover, the color saturation of this advertisement is of yellow, orange and red. According to Selby and Coedery (1995), color saturation of yellow,

orange and red indicates optimism, hope, desire, and agitation. In the context of this picture, yellow, orange, and red color envelops the whole image accentuates the desire to prevent germs and protect the family.