

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspects of the study. It covers research method, research procedures including data collection, data analysis and data presentation.

3.1 Research Method

A descriptive qualitative is used as a method of analysis. A qualitative research aims to describe, explain and interpret the collected data (William, 2007). The qualitative research deals with words and pictures, not numbers (Bogdan and Biklen, 2007). Thus, the qualitative method is appropriate to use because the present study does not aim to account the data by numbers rather the present study focuses on the analyzing and interpreting the meaning of visual representations of instant seasoning advertisement. Meanwhile, a descriptive method is an investigation that attempts to describe and examine the particular phenomena and current situation (Travers, 1978, cited in Sevilla et al., 1992). Therefore, a descriptive qualitative method is an appropriate method for this study, because this study aims to analyze, describe and interpret the representation of women in instant seasoning advertisement.

3.2 Research Procedures

There are some research procedures in this study. Those are data collection, data analysis and data presentation.

3.2.1 Data Collection

a. Data Resources

The data used in this study are instant seasoning advertisements. The selected advertisements were downloaded randomly from

www.youtube.com. There are five selected advertisements of instant seasoning product in this study:

1. *ABC 'Sambal Masak'* advertisement "*Kayak Masakan Mami*" (duration: 30 seconds)
2. *Royco 'All in One'* advertisement "*Ini Resepku*" (duration: 31 seconds)
3. *Indofood 'Bumbu Racik Tempe'* advertisement "*Resep Kering Tempe*" (duration: 29 seconds)
4. *Masako 'Bumbu Kaldu Penyedap'* advertisement "*Cuma Ubi*" (duration: 31 seconds)
5. *Bango 'Bumbu Ayam Goreng Bacem'* advertisement "*Petani Ketumbar*" (duration: 29 seconds)




Those advertisements were selected based on the most viewers in www.youtube.com and the advertisements contain the issue of how women are represented in instant seasoning advertisements.




b. Selected Scenes in Instant Seasoning Advertisements

Five advertisements were collected in this study. They were categorized and analyzed based on the scenes which containing the issue of how women are represented in instant seasoning advertisements. The selected scenes from these advertisements are presented as followed:

1. There are six scenes selected in *ABC 'Sambal Masak'* advertisement "*Kayak Masakan Mami*". The scenes are presented below:




**Table 3.1 Selected scenes in ABC ‘Sambal Masak’ Advertisement
“Kayak Masakan Mami”**



Scene	Visual	Description
1		<p>This scene describes a young woman who has a good idea in cooking for welcoming her parents-in-law.</p>
2		<p>This scene describes parents-in-law have arrived. When they are opening the door, father-in-law looks happy and mother-in-law has sensitivity of smelling the dishes aroma.</p>
3		<p>This scene shows that mother-in-law is more interested to the daughter-in-law’s dish, while, father-in-law is talking to his son and grandchild.</p>

4		<p>This scene shows a young woman who is worried when her dish is tasted by her mother-in-law.</p>
5		<p>This scene describes that the mother-in-law and the family are eating hot '<i>telur balado</i>' which is cooked by a young woman (daughter-in-law).</p>
6		<p>This scene shows that the mother-in-law feels happy and satisfied with her daughter-in-law's cooking.</p>

2. There are seven scenes selected in *Royco 'All in One'* advertisement “*Ini Resepku*”. The scenes are presented below:

Table 3.2 Selected Scenes in *Royco 'All in One'* Advertisement “*Ini Resepku*”



Scene	Visual	Description
1		This scene describes a young woman who is enjoying her cooking activity. She looks very happy.
2		This scene shows a young woman visionary. When she looks into refrigerator, there is her mother who reminds her about some herbs & spices to make her dish delicious.
3		This scene shows that the young woman is closing the refrigerator door with her beauty smile. She feels confidence




		with her dish and she does not need recipe from her mother.
4		This scene shows that the young woman can cook a delicious dish.
5		This scene shows that she proudly serves her dish to her husband and son. Her husband and son seem very happy.
6		This scene shows that an old woman (mother) is happy and proud with her daughter, because her daughter can cook a delicious dish. She thinks that her daughter uses her recipe.
7		This scene shows a happiness of the young woman. She is rising up her hand and put her


		index finger to her thumb (OK). It purposes that she is success cooking a delicious dish for her family.
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3. There are six scenes selected in *Indofood 'Bumbu Racik Tempe'* advertisement "*Resep Kering Tempe*". The scenes are presented below:

Table 3.3 Selected Scenes in *Indofood 'Bumbu Racik Tempe'* Advertisement "*Resep Kering Tempe*"



Scene	Visual	Description
1		This scene describes a young woman who is buying 'tempe' at the traditional market.
2		This scene shows a young woman who is asking to an old woman next to her how to cook 'tempe kering'.

3		<p>This scene shows that the three old women give suggestions to the young woman how to cook 'tempe kering', but the young woman seems confuse.</p>
4		<p>This scene shows a man ('tempe' seller) who gives Indofood 'Bumbu Racik Tempe' to the young woman. The young woman looks very happy because she gets a instant seasoning for cooking 'tempe kering'.</p>
5		<p>This scene describes the family of the young woman. Her husband and son are satisfied with her dish. Then, her husband ask the young woman about delicious</p>

		' <i>tempe balado</i> ' recipe.
6		This scene shows a young woman answers her husband challenge with self confident for cooking ' <i>tempe balado</i> '.

4. There are four scenes selected in *Masako 'Bumbu Kaldu Penyedap'* advertisement "*Cuma Ubi*". The scenes are presented below:

Table 3.4 Selected Scenes in *Masako 'Bumbu Kaldu Penyedap'* Advertisement "*Cuma Ubi*"



Scene	Visual	Description
1		This scene shows three young women. They buy vegetables from vegetable vendor.
2		This scene shows that the woman who wears purple t-shirt is buying sweet potato. The other women are mocking her.

3		<p>This scene shows a girl who gives a dish that is cooked from sweet potato. These women are startled after tasting the dish. The dish is very delicious.</p>
4		<p>This scene shows that the women shock about the dish. The woman who wears purple t-shirt and her daughter are happy and proud because she can cook the delicious sweet potato dish.</p>

5. There are two scenes selected in *Bango 'Bumbu Ayam Goreng Bacem'* advertisement "*Petani Ketumbar*". The scenes are presented below:

Table 3.5 Selected Scenes in *Bango 'Bumbu Ayam Goreng Bacem'* Advertisement "*Petani Ketumbar*"

Scene	Visual	Description
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1		This scene shows a young woman who is cooking and smelling the dish aroma. The dish seems delicious.
2		This scene shows the young woman who is starring to her daughter who is eating her dish. She looks very happy when her daughter eats her dish voraciously.

3.2.2 Data Analysis


There are several steps in analyzing how women are represented in instant seasoning advertisements. First, this study selects and organizes scenes which represent the issue of how women are represented in the advertisements. Second, this study analyzes the scenes by their visual elements: actors (physical appearance, fashion, and facial expression and emotion), setting and properties, frame size, camera angle and color saturation. The analysis of the visual elements is divided into three levels of significations based on Barthes' orders of signification theory (1957); denotation as first order of signification, connotation as second order of signification and myth as third order of signification. Fashion and physical appearance in the scenes are analyzed by using Barnard's connotation of

fashion and physical appearance theory (2006). Meanwhile, facial expressions and emotions are analyzed by using Ekman's connotation of facial expressions and emotions (2003). The connotation of colors relies on the theories by Wilfred (1962), Linschoten & Mansyur (as cited in Kasali, 1995) and Fisher (2004). Furthermore, reading images: the grammar of visual design by Kress and Leeuwen (2006) is used to analyze the meanings of frame size and camera angle in order to find out the relation between the represented and the interactive participant in the scenes. The last step is to interpret the findings based on the analysis to reveal the ideologies behind the representation.


3.2.3 Data Presentation



The analyzed data are represented in a table such as the following:




Table 3.6 Sample Analysis of the Representation of Women in Instant Seasoning Advertisement


Order of Signification of Actresses		
		
First Orders of Signification	Second Orders of Signification	Third Orders of Signification
Physical Appearance: -A young woman (housewife) -Bright Skin -Short hair -An old woman (mother-in-law)	-Bright skin signifies beauty (Barnard, 2006). -Short hair signifies	-The concept of beauty for women in this advertisement is women who have


<p>-Bright skin -Short hair</p>	<p>brave and independent (Tekriwal & Kothari, 2012).</p>	<p>bright skin. -Young woman with short hair is a brave and independent woman. In this advertisement, a brave and independent young woman is woman who dares to take different step from old woman. She uses instant seasoning for cooking. -Old woman with short hair is also a brave and independent woman because she does not rely on instant seasoning.</p>
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<p>Fashion:</p> <p>-A young woman (housewife)</p> <p>-Red blouse</p> <p>-Opened collar</p> <p>-An old woman (mother)</p> <p>-Yellow floral blouse</p>	<p>-Red signifies active, brave, sexy, love, pleasure (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995); Fisher, (2004)).</p> <p>-Yellow signifies happiness, cheerful and warm (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995); Fisher, (2004)).</p>	<p>-Woman with red blouse represents an active, brave, sexy and lovable woman. In this advertisement, red blouse reflects the character of young woman who dares to take different step from old people. She uses instant seasoning for cooking.</p> <p>-Woman with yellow blouse represents the character of an old woman who is cheerful and warm.</p>
<p>Facial Expressions and Emotions:</p> <p>-Scene 1</p>  <p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard</p>	<p>-Woman who is smiling represents that the woman is happy and in a good mood. The facial expression reflects that cooking is a fun activity.</p>

	(2006)).	
<p>-Scene 2</p>  <p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard (2006)).</p>	<p>-Woman who is smiling represents that the woman is happy and in a good mood. In relation to scene, the facial expression indicates that the old woman (mother) is a warm and cheerful person who always reminds her daughter about cooking.</p>
<p>-Scene 3</p>  <p>-Smile (cheeks pushed up, mouth drawn back at the corners and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard (2006)).</p>	<p>-Woman who is smiling represents that the woman is happy and in a good mood. In relation to the product, the facial expression represents that woman who uses instant seasoning will be happy because instant seasoning will make her dish delicious.</p>
-Scene 4		




 <p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard (2006)).</p>	<p>-Woman who is smiling represents that she is happy and in a good mood. In relation to the product, a delicious food that is cooked by using instant seasoning can attract people's attention and make people happy with the aroma.</p>
<p>-Scene 5</p>  <p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard (2006)).</p>	<p>-Smiling represents happy situation and good mood. In relation to the product, a delicious food that is cooked by using instant seasoning will make people satisfied and happy.</p>
<p>-Scene 6</p>  <p>-Smile (cheeks pushed up, mouth drawn back at</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or</p>	<p>-Woman who is smiling represents that the woman is happy and in a good mood. In relation to the product, a delicious food that is</p>




the corners, and wrinkled skin under the eyes).	happiness (Ekman, (2003); Barnard (2006)).	cooked by using instant seasoning will make people satisfied and happy.
<p>-Scene 7</p>  <p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes).</p>	<p>-Smile (cheeks pushed up, mouth drawn back at the corners, and wrinkled skin under the eyes) signifies enjoyable emotion or happiness (Ekman, (2003); Barnard (2006)).</p>	<p>-Woman who is smiling represents that the woman is happy and in a good mood. In relation to the product, woman who uses instant seasoning will be happy because instant seasoning helps her to cook delicious dish.</p>


Order of Signification of Setting and Properties		
First Order of Signification	Second Order of Signification	Third Order of Signification
<p>Setting:</p> <p>-Kitchen</p> <p>-Brown and orange wall</p> 	<p>-Kitchen signifies a room where food is prepared and cooked (Bull, 2011).</p> <p>-Brown signifies wealthy, warmth and comfortable (Wilfred</p>	<p>-Kitchen setting represents that woman has responsibility to cook.</p> <p>-Brown indicates that the woman is rich. She is also a humble person</p>




	<p>(1962) and Fisher (2004)).</p> <p>-Orange signifies energetic, happiness, friendly, active, creative, warm, power, and bright (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995), and Fisher (2004)).</p>	<p>and she is a person who likes comfort (especially in her house).</p> <p>-Orange reflects the character of a woman who is active, kind, optimistic, full of energy and spirit.</p>
<p>-Dining room -Brown and white wall</p> 	<p>-Dining room signifies a room in a house in which meals are eaten (Bull, 2011).</p> <p>-Brown signifies wealthy, warmth and comfortable (Wilfred (1962) and Fisher (2004)).</p> <p>-White in the dining room signifies pureness, naivety, peace, goodness and cleanliness (Wilfred (1962); Linschoten and Mansyur (Cited in</p>	<p>-Dining room setting represents that woman manages the food needs.</p> <p>-Brown indicates that the woman is rich. She is also a humble person and she is a person who likes comfort (especially in her house).</p> <p>-White reflects that the young woman loves the serenity in her life and always maintains cleanliness (especially</p>




	Kasali, 1995)).	in dining room).
<p>Properties:</p> <p>-White kitchen set, dining table, plates and bowls.</p> <p>-Grey in refrigerator, spoons and forks.</p> <p>-Black in stove and pan.</p> <p>-Brown in spatula and other kitchen set</p>	<p>-White signifies pureness, naivety, peace, goodness and cleanliness (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995)).</p> <p>-Black signifies elegant and prestigious (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995)).</p> <p>-Grey signifies independent, stability, seriousness, and neutral (Wilfred (1962); Linschoten and Mansyur (Cited in Kasali, 1995)).</p> <p>-Brown signifies wealthy, warmth and comfortable (Wilfred (1962) and Fisher (2004)).</p>	<p>-White supports the idea that the young woman loves the serenity in her life and always maintains cleanliness in her house.</p> <p>-Black reflects an elegant woman who has good taste.</p> <p>-Grey reflects that the woman is a serious and independent person.</p> <p>-Brown indicates that the woman is rich. She is also a humble person and she is a person who likes comfort (especially in her kitchen).</p>


Orders of Signification of Frame Size		
First Order of Signification	Second Order of Signification	Third Order of Signification
<p>-Scene 1 Medium shot</p> 	<p>-Medium shot represents a social relation between the represented participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>-Medium shot shows that the actress has the same position in society as the viewers. The woman in this advertisement wants to serve delicious dish for her family like other women in society.</p>
<p>-Scene 2 Long shot</p> 	<p>-Long shot represents an impersonal relation between the represented participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>-Long shot constructs a personal relationship between the actress and public or environment. This shot is used to show how the young woman remembers her mother's recipe but she does not rely on the recipe. She prefers to use instant seasoning.</p>
<p>-Scene 3 Medium shot</p> 	<p>-Medium shot represents a social relation between the represented participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>-Medium shot in this scene is used to show the woman wants to serve delicious dish for her family. Thus, she uses instant seasoning.</p>

<p>-Scene 4 Medium shot</p> 	<p>-Medium shot represents a social relation between the participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>-This shot shows that the desire of young woman to prepare delicious dish is reached by using instant seasoning.</p>
<p>-Scene 5 Medium shot</p> 	<p>-Medium shot represents a social relation between the participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>-This shot shows that the desire of young woman to prepare delicious dish is reached by using instant seasoning. This shot also shows that the women wants to make her family happy and satisfied with the dish.</p>
<p>-Scene 6 Medium shot</p> 	<p>-Medium shot represents a social relation between the participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>- This shot shows that a delicious dish that is cooked by using instant seasoning makes people happy and satisfied. This shot also shows that the desire of young woman to prepare delicious dish is reached by using instant seasoning.</p>
<p>-Scene 7 Close up shot</p>	<p>-Close-up shot represents an intimate and personal relation</p>	<p>-This shot is used to show a satisfied or happy expression of</p>

	<p>between the represented participants and the viewers (Kress & Leeuwen, 2006).</p>	<p>the actress because she can cook delicious dish by using instant seasoning.</p>
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Orders of Signification of Camera Angle		
First Order of Signification	Second Order of Signification	Third Order of Signification
<p>-Scene 1 Eye level angle</p> 	<p>-Eye level angle signifies equality (Kress & Leeuwen, 2006).</p>	<p>-Eye level angle shows no power difference between the woman and the viewers.</p>
<p>-Scene 2 High angle</p> 	<p>-High angle signifies the interactive participant has power over the represented participant (Kress & Leeuwen, 2006).</p>	<p>-High angle shows that the old woman is being dominated by other people.</p>
<p>-Scene 3 Eye level angle</p> 	<p>-Eye level angle signifies equality (Kress & Leeuwen, 2006).</p>	<p>-Eye level angle shows no power difference between the woman and the viewers.</p>
<p>-Scene 4</p>	<p>-Eye level angle</p>	<p>-Eye level angle shows</p>

<p>Eye level angle</p> 	<p>signifies equality (Kress & Leeuwen, 2006).</p>	<p>no power difference between the woman and the viewers.</p>
<p>-Scene 5 Eye level angle</p> 	<p>-Eye level angle signifies equality (Kress & Leeuwen, 2006).</p>	<p>-Eye level angle shows no power difference between the woman and the viewers.</p>
<p>-Scene 6 Eye level angle</p> 	<p>-Eye level angle signifies equality (Kress & Leeuwen, 2006).</p>	<p>-Eye level angle shows no power difference between the women and the viewers.</p>
<p>-Scene 7 Eye level angle</p> 	<p>-Eye level angle signifies equality (Kress & Leeuwen, 2006).</p>	<p>-Eye level angle shows no power difference between the woman and the viewers.</p>

Orders of Signification of Color Saturation		
		
<p>First Order of Signification</p>	<p>Second Order of Signification</p>	<p>Third Order of Signification</p>
<p>-Warm color saturation</p>	<p>-Warm color saturation</p>	<p>-Warm color saturation</p>

(yellow, orange, red, grey)	signifies optimism, hope, and desire (Selby & Cowdery, 1995).	shows an optimistic woman who has a lot of hopes and desires in her life.
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