

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the research methodology which was employed in the study. It covers the research design, data collection, and data analysis.

3.1 Research Design

This study employed a qualitative method. This method is appropriate for this study because this study uses videos of *SilverQueen* television advertisements as the data and focuses on describing, analyzing, and interpreting the youth representation in *SilverQueen* television advertisements. According to Denzin & Lincoln (2005), a qualitative research requires a collection of interpretive and natural setting which is used to rationalize and interpret phenomenon in terms of human life's meaning. In addition, Creswell (2009) says that qualitative research occurs in natural settings, where human behaviour and events occur. He also says that a study which involves visual materials data collection and interpretive information of overall findings can be categorized as a qualitative research.

Specifically, this present study employs a semiotic theory about the orders of signification proposed by Barthes (1957). There are three orders of signification: The first order of signification is denotation which consists of a signifier and a signified, the second order is connotation which consists of a signifier (signifier and signified of the denotative sign) and an additional signified attached to it, and the third order of signification is a myth or ideology (the combination of denotation and connotation). Denotation and connotation were used to analyze how youth is represented in five versions of *SilverQueen* television advertisements which are broadcasted in Indonesia since 2002 until 2012, while myth or ideology was used to reveal the ideologies reflected in such representation.

Moreover, this present study also employed some theories from other theorists to reveal connotative meanings of the visual elements of television advertisements such as actor, setting and property proposed by Dyer (1996).

3.2 Data Collection

a. Data Resources

The data were in the form of videos of *Silver Queen* television advertisements. There were five versions of *Silver Queen* television advertisements selected in this study and they are broadcasted in Indonesia:

1. *SilverQueen* 'Road Trip' version (2002) (duration: 32 seconds)
2. *SilverQueen* 'Ocean' version (2004) (duration: 31 seconds)
3. *SilverQueen* 'Balloon' version (2007) (duration: 31 seconds)
4. *SilverQueen* 'Moveable Feast' version (2009) (duration: 29 seconds)
5. *SilverQueen* 'Beautiful Journey' version (2012) (duration: 31 seconds)





All the advertisements were downloaded from www.youtube.com. Those advertisements were selected because those advertisements contain the issue of youth representation. After that, some scenes contain the issue of youth representation in each of those five television advertisements would be selected.




b. The Selected Scenes of *SilverQueen* Television Advertisements

1. *SilverQueen* 'Road Trip' version (2002)

There were seven scenes selected in this version of *SilverQueen* television advertisement. Those selected scenes are presented in the following table:

Table 3.1 Selected Scenes of *SilverQueen* television advertisement 'Road Trip' Version

| Scene | Visual | Description |
|-------|---|---|
| 1 |  | <p>This scene shows five young people in a convertible car during their road trip for a vacation together. They seem to be happy and excited.</p> |
| 2 |  | <p>This scene shows five young people having fun in a buggy car at the beach. They seem to be happy.</p> |
| 3 |  | <p>This scene portrays five young people (in a convertible car) who accidentally meet their friend (in a truck) while they are heading somewhere.</p> |
| 4 |  | <p>This scene depicts three young people who are interacting with each other in the backside of a convertible car. The girl in the middle also seems to enjoy eating a chocolate bar.</p> |

| | | |
|---|--|---|
| 5 |  | <p>This scene depicts a girl who is relaxing under a tree at the beach while eating a chocolate bar.</p> |
| 6 |  | <p>This scene illustrates a group of young people who are hanging out together. There is a girl playing the guitar. Her friends also seem to be happy</p> |
| 7 |  | <p>This scene shows ten young people who are spending their time together at the bridge. They seem to be having much fun.</p> |





2. *SilverQueen* 'Ocean' version (2004)

There were five scenes selected in this version of *SilverQueen* television advertisement. Those selected scenes are presented in the following table:

Table 3.2 Selected Scenes of *SilverQueen* television advertisement 'Ocean' Version

| Scene | Visual | Description |
|-------|--------|-------------|
|-------|--------|-------------|

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| | | |
|---|---|---|
| 1 |  | <p>This scene depicts a boat in the middle of an ocean which seems to be heading somewhere. There are also a group of people on that boat.</p> |
| 2 |  | <p>This scene shows five young people who are spending time together on the boat.</p> |
| 3 |  | <p>This scene depicts a young man who is riding his bicycle at the grassy path with the ocean as the background.</p> |
| 4 |  | <p>This scene illustrates two girls who are dropping their boy friend from a hammock intentionally. These two girls seem to be spirited and are doing it for fun.</p> |




| | | |
|---|---|---|
| 5 |  | <p>This scene illustrates five young people who are hanging out together at the beach. They seem to be relaxing near a bonfire while one of them is playing the guitar.</p> |
|---|---|---|

3. *SilverQueen* 'Balloon' version (2007)

There were five scenes selected in this version of *SilverQueen* television advertisement. Those selected scenes are presented in the following table:

Table 3.3 Selected Scenes of *SilverQueen* television advertisement 'Balloon' Version

| Scene | Visual | Description |
|-------|---|--|
| 1 |  | <p>This scene depicts three young girls who are walking in a grassy field in a sunny day. They seem to be excited.</p> |
| 2 |  | <p>This scene shows three young girls who are waving to their friends in a hot air balloon.</p> |

| | | |
|---|--|--|
| 3 |  | <p>This scene shows three young girls who are running toward a hot air balloon.</p> |
| 4 |  | <p>This scene illustrates five young people in a flying hot air balloon. They seem to be enjoying the view from the top.</p> |
| 5 |  | <p>This scene depicts three young people who are excitedly jumping into a parachute of the hot air balloon. They seem to be happy.</p> |





4. *SilverQueen* 'Moveable Feast' version (2009)



There were six scenes selected in this version of *SilverQueen* television advertisement. Those selected scenes are presented in the following table:

**Table 3.4 Selected Scenes of *SilverQueen* television advertisement
'Moveable Feast' Version**

| Scene | Visual | Description |
|-------|--------|-------------|
|-------|--------|-------------|

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| | | |
|---|---|---|
| 1 |  | <p>This scene shows four young people inside the car. They seem to be happy and excited.</p> |
| 2 |  | <p>This scene shows a Volkswagen Kombi car which is heading somewhere.</p> |
| 3 |  | <p>This scene shows three young people who are kidding around in the lakeside and two young people who are sitting on the top of the car. They seem to be enjoying a beautiful view of the lake and mountain.</p> |
| 4 |  | <p>This scene shows two young people who are chatting and sitting on the top of the car.</p> |





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| 5 |  | <p>This scene depicts two young people on the couch seems to be chatting and eating chocolate bar, while the other two young people behind the couch are walking toward them. Then, the young man behind the couch seems to be throwing something.</p> |
| 6 |  | <p>This scene shows the view of those five young people in the cliff and the scenery around them.</p> |


5. *SilverQueen* 'Beautiful Journey' version (2012)

There were six scenes selected in this version of *SilverQueen* television advertisement. Those selected scenes are presented in the following table:

Table 3.5 Selected Scenes of *SilverQueen* television advertisement 'Beautiful Journey' Version

| Scene | Visual | Description |
|-------|--------|-------------|
|-------|--------|-------------|

| | | |
|---|---|---|
| 1 |  | <p>This scene describes five young people who are running in a pier. They seem to be happy.</p> |
| 2 |  | <p>This scene shows five young people who are riding <i>Segway</i>.</p> |
| 3 |  | <p>This scene depicts young people who enjoy riding <i>Segway</i>.</p> |
| 4 |  | <p>This scene shows five young people who are kidding around and chasing each other in the woods.</p> |

| | | |
|---|---|---|
| 5 |  | <p>This scene shows a young man who is holding his camera and taking picture of his friends. He seems to be happy.</p> |
| 6 |  | <p>This scene shows five young people who are relaxing and sitting on a big rock in the lakeside with the mountain as the background.</p> |

3.3 Data Analysis

Three steps were accomplished in order to analyze the data. Firstly, five videos of *SilverQueen* televisions advertisements were downloaded from www.youtube.com and selected as the data. Secondly, those five versions of *SilverQueen* television advertisements were watched and observed closely and carefully. Specifically, the scenes which contain the issue of youth representation were selected. Thirdly, those scenes which contain the youth representation were captured and put in tabular form. Specifically, those selected scenes were put in tabular form based on each version. Fourthly, the visual elements found in each scene were analyzed. Those visual elements are actor, setting, and property. Lastly, the findings of the analysis were interpreted in order to reveal the ideologies reflected in such representation.

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