

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspect of the research. It covers the statement of problems, research method, and research procedure.

3.1 Research objectives

The study was attempted to investigate how television advertisements are represented masculinity. For that reason, this study was intended to investigate:

1. Masculinity that is represented in *Djarum Super* television advertisement.
2. The differences between masculinity that are represented in *Djarum Super* television advertisements and masculinity that is represented nowadays.

3.2 Research Procedures

This study used a semiotic theory about the orders of signification proposed by Barthes (1957). According to Barthes (1957), there are three orders of signification: denotation, connotation, and myth (ideology). Denotation and connotation were used to analyze how masculinity is represented in *Djarum Super* television advertisements. Meanwhile, myth was used to reveal the differences between how masculinity represents in *Djarum Super* television advertisements and how masculinity represents nowadays. In addition, this study used some theories from other theorists to reveal connotative meanings of the visual elements of television advertisements, for example, connotation in fashion and physical appearance proposed by Barnard (2006), connotation in techniques of video shooting

and editing proposed by Selby and Coedery (1995), and connotation of color proposed by Wilfred (1962).

3.3 Research method

The method that was used in undertaking this research is a descriptive qualitative approach. A qualitative method is the method which is “interpretative and subjective” (Belk, 2006, p. 3). The qualitative method stresses on qualities not entities (Denzin& Lincoln, 2005). Thus, it is also committed to a deep understanding of particular phenomenon (Gay et al., 2006). Meanwhile, the 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, the qualitative descriptive method is an appropriate method for this study because this study aims to analyze, describe and interpret the representation of masculinity in *Djarum Super* television advertisements. In addition, a deep investigation on the data selected was conducted, so that method is appropriate to be used in this study.

3.3.1 Data Collection

a. Data resource

The data were in the form of videos of *Djarum Super* television advertisement. There were five *Djarum Super* television advertisements selected in this study :

1. *Djarum Super* television advertisement *Cloudsersion* (duration : 58 seconds).
2. *Djarum Super* television advertisement *Icebergersion* (duration: 58 seconds).
3. *Djarum Super* television advertisement *Race version* (duration: 59 seconds).

4. *Djarum Super* television advertisement *My Great adventure Indonesiaversion* (duration: 2 minutes).

5. *Djarum Super* television advertisement *My Great adventure Indonesiaversioncontinuous version* (duration: 3 minutes).

Those advertisements were selected because those advertisements contain the issue how masculinity is represented in those advertisements. Those advertisements were downloaded from www.youtube.com .


b. Selected scenes in Djarum Super television advertisement







Five advertisements collected in this study were categorized and analyzed based on the scenes containing the issue of how masculinity is represented in that advertisement. The selected scenes from those advertisements are presented in the following:

1. Selected Scenes in *Djarum Super* television advertisement “*Clouds*”version

There were eight scenes selected in *Djarum Super* television advertisement “*Clouds*” version. Those selected scenes are presented in the following table:

Table 3.1 Selected Scenes in *Djarum Super* Television Advertisement “*Clouds*” Version





Scene	Visual	Description
1		This scene shows a group of men in the car who are climbing the hill. It shows their masculinity during they journey.


2		<p>This picture depicts the man who shows passion while his journey to climb the hill. He looks around and enjoying the view.</p>
3		<p>This picture shows a man who shoots the rope to the hill to help them climb the rock of hill.</p>
4		<p>This scene shows men who climbs the precipice with the rope that's shoots to the summit of the hill.</p>
5		<p>This picture shows group of men who are trying pulls the car from bottom of the precipice to the summit. It shows their masculinity.</p>
6		<p>The picture depicts an off road car that successfully pulled by those men to the summit of the hill. They show the power of hope and possibilities.</p>
7		<p>This picture shows the summit of the hill which full of the cloud and the actors are enjoying the spot.</p>

2. Selected Scenes in *Djarum Super* television advertisement “*Iceberg*”version

There were eight scenes selected in *Djarum Super* television advertisement “*Iceberg*” version. Those selected scenes are presented in the following table:

Table 3.2 Selected Scenes in *Djarum Super* Television Advertisement “*Iceberg*” Version



Scene	Visual	Description
1		This picture shows a man who is standing next to airplanes. It shows their masculinity through this action.
5		This picture represents two men who are getting ready to jump from helicopter. It was incredibly brave.
6		This picture shows a man who is jumping from the helicopter and he shows how brave he is.
7		This picture depicts a man who is flying in the sky with a parachute and this is actually a dangerous action.



8		This picture shows a man who is landing in the iceberg. He successful after jump from helicopter and landing in the iceberg.
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3. Selected Scenes in *Djarum Super* television advertisement “*Race*”version

There were eight scenes selected in *Djarum Super* television advertisement “*Race*” version. Those selected scenes are presented in the following table:

Table 3.3 Selected Scenes in *Djarum Super* Television Advertisement “*Race*” Version


Scene	Visual	Description
1		This picture shows the group of men who are climbing the rocky hill. They show their masculinity with their action.
2		This picture depicts the group of men who are standing in the summit and enjoying the result of their climbing.







3		<p>This picture shows the group of men who are trying to race goes down the summit. This is one dangerous action which did by them.</p>
4		<p>This picture reveals the group of men who are celebrating they work after go down from the mountain and find their car to go back.</p>





4 Selected Scenes in *Djarum Super* television advertisement “*My Great Adventure Indonesia*” version

There were eight scenes selected in *Djarum Super* television advertisement “*My Great Adventure Indonesia*” version. Those selected scenes are presented in the following table:

Table 3.4 Selected Scenes in *Djarum Super* Television Advertisement “*My Great Adventure Indonesia*” Version

Scene	Visual	Description
1		<p>This scene displays three men who are riding the car through the hill and there is a text which describes where they are “Day 2- Sumatra”.</p>






2		<p>This scene depicts three men who are riding a car through the lake and shows the beginning of their journey.</p>
3		<p>This scene displays men who are climbing the hill and shows their masculinity through this action.</p>
4		<p>This scene shows men who are playing football with the elephants in Way Kambas. Football is one of the popular sports that play by men.</p>
5		<p>This scene captures a man who is writing up the mountain in Rinjani, Lombok.</p>
6		<p>This scene shows the men who are sailing in Lombok. This activity actually does by men to show their strength.</p>
7		<p>This scene displays the men who are surfing in Raja Ampat. These men show their masculinity through men's activities in their journey.</p>






8		This scene depicts a man who is snorkeling in Raja Ampat the background of the scene is corals in the deep of the sea.
9		This scene shows the men who are playing sport. They are shirtless to show their masculinity among them.
10		This scene displays a man who is surfing in the huge wave. Surfing to show his masculinity through the huge wave.
11		This scene displays men who are climbing the hill. Actually, climbing the hill to present the power of strong men.




5 Selected Scenes in *Djarum Super* television advertisement “*My Great Adventure Indonesia continuous*” version

There were eight scenes selected in *Djarum Super* television advertisement “*My Great Adventure Indonesia continuous*” version. Those selected scenes are presented in the following table:

**Table 3.5 Selected Scenes in *Djarum Super Television*
Advertisement “*My Great Adventure Indonesia continuous*” Version**

Scene	Visual	Description
1		This scene describes a man who is standing near the canyon with his car to represent his masculinity climb the mountain.
2		This scene shows a man who is rafting through the river. This is one of the extreme activities and a real man loves extreme activities.
3		This scene displays the men who are climbing with the rope and beside them there is a waterfall. It shows dangerous action.
4		This scene portrays the activity of man who is skateboarding in the cave. The masculinity shows through this picture.
5		This scene displays a man who is jumping with his skateboard in the cave. This man shows his masculinity through this action

6		<p>This scene describes three men who are riding a raft through the river in the cave. The masculinity action.</p>
7		<p>This scene shows the men who are surfing in the sea with huge waves. They are doing challenging action by this activity.</p>
8		<p>This scene portrays the man who explores the river in Riau and the flow is heavy but it is not an obstacle but challenge to show his masculinity.</p>
9		<p>This scene displays a man who is diving with the turtles. The background of this scene is in the ocean. To show their masculinity with this action.</p>
10		<p>This scene shows a man with a turtle but the background of this scene is different with previous scene. The background of this scene is the surface.</p>

11		This scene illustrates the men who are surfing in a huge wave of the sea. It represents how a real man doing dangerous action.
12		This scene represents a group of men who plays fireball. Actually, this is a dangerous activity but they show no fear.
13		This scene displays unusual action which does by man who brings a flare while he is surfing. Dangerous action.


3.3.2 Data Analysis

There were three steps in analyzing how masculinity is represented in *Djarum Super* television advertisements. The first step was taken by transforming each advertisement selected in this study into the scenes containing the issue of how masculinity is represented in that advertisement. This step was taken by watching the advertisements carefully to identify which scene contained the issue of how masculinity is represented in the advertisement and then putting the scenes in tabular form. The second step was done by analyzing the visual elements found in each scene. The analysis was conducted by identifying actor, setting, property, frame size, camera angle, color saturation, and video editing used in that scene. The last step was interpreting the findings based on the previous analyses to reveal the differences between how is masculinity represented in *Djarum Super* television advertisement and how is masculinity represented nowadays.

3.3.3 Data Presentation

The analyzed data from the selected scenes in *Djarum Super* television advertisements are presented such as the following:

Table 3.6 The Example of Orders of Signification of Visual Elements in one of the Scenes in “*Djarum Super My Great Adventure Indonesia*” Television Advertisement Version

Scene 1		
		
First Order of Signification	Second Order of Signification	Third Order of Signification
<p>Physical Appearances:</p> <p>Actor 1 :</p> <ul style="list-style-type: none"> - Actor 1 is a masculine man with proportional body (brawny and six packs). He looks so masculine with his appearance. He has brown color 	<ul style="list-style-type: none"> - Adult people (masculine) connote a group of people who have strong physical condition as a man and have adventure soul. - Indonesian faces show that the 	<ul style="list-style-type: none"> - In relation to the product, adult people who have bravery to make a danger adventure will be masculine and be a real man. - Indonesian faces are the symbol of Indonesia.

<p>skin and short male hair cut.</p> <p>Actor 2 :</p> <ul style="list-style-type: none"> - Actor 2 is a mature/ adult man with sexy arm and six packs body. He has brown skin and short male hair cut and he looks adorable and masculine. <p>Actor 3 :</p> <ul style="list-style-type: none"> - Actor 3 is an adult man with adorable body. He has proportional body with six packs stomach. He is one of the example of masculine man 	<p>actors are the Indonesian or have Indonesian decent</p> <ul style="list-style-type: none"> - Brown skin or dark skin signifies masculine and full of curiosity. - Masculine bodies (proportional bodies) represent the stereotypes of strong men. Brawny and six packs signify handsome and strong men nowadays. - Short male hair signifies conservative (masculine) or mature enough as a man 	<ul style="list-style-type: none"> - Handsome and masculine man is the one have a brown skin or dark skin because it shows that the man did a lot of adventure which burn their own skin. - The concept of masculine for males as the representative of masculinity in this advertisement is those have strong bodies and brawny. - As a mature man, the haircut supports the men in this advertisement to be said as masculine or adult men.
<p>Clothes:</p> <p>First men:</p>		

<ul style="list-style-type: none"> - Red inexpensive undershirt - Black elegant shirt - Brown half tacky jeans <p>Second men:</p> <ul style="list-style-type: none"> - Yellow T-shirt combine with black waistcoat - Grey tacky jeans <p>Third men:</p> <ul style="list-style-type: none"> - Black costly shirt - Brown average jeans 	<ul style="list-style-type: none"> - Red shirt signifies brave, strong and unbeatable - Brown shirt signifies Fertility, old, wealthy, melancholy, but still masculine. - Grey jeans signifies Independence, stability, critic, seriousness - White t-shirt represents Pureness, nativity, peace goodness - Black jeans or shirt and dark jeans signify free man, independent and masculine 	<ul style="list-style-type: none"> - Their clothes represent free men who dislike rules it shows when they only wears shirt and jeans. - Black supports the signification of clothes worn by the actor. The signification is that masculinity is the good period of time for adventures. - Red color represents a brave color for men to doing dangerous adventure. - Brown color represents old or mature as man. The men in this advertisement choose dangerous activities because they are mature enough as a man
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		<ul style="list-style-type: none"> - Blue color represents wisdom, power and integrity. Those men show their power by the action of their activities shown in the advertisement. - Grey color represents Independence, stability, critic, seriousness and those men in this advertisement show that they are not depend on someone else and stability as adult men.
<p>Setting and Properties</p> <p>Background setting:</p> <ul style="list-style-type: none"> - Jungle 	<ul style="list-style-type: none"> - Jungle signifies that this advertisement takes place in the outdoor or nature especially jungle. 	<ul style="list-style-type: none"> - Jungle connotes that masculinity is the good period of time for adventure.

<ul style="list-style-type: none"> - Sea and open seas <p>Properties:</p> <ul style="list-style-type: none"> - Off Road Car 	<ul style="list-style-type: none"> - Sea and open seas signifies this advertisement also takes places in the sea. - These properties signify that the setting of the advertisement is in the outdoor. 	<ul style="list-style-type: none"> - Sea represents that masculinity is the good period of time for adventure. . - These properties support the idea that youth is the good period of time for adventure.
<p>Frame size: Extreme Long Shoot</p>	<p>Extreme long shoot of frame size signifies Wide and tremendous impression related to environment</p>	<p>This extreme long shoot represents Wide and tremendous impression related to environment of the journey which did by those men.</p>
<p>Camera angle: High angle</p>	<p>High angle signifies Domination, power, and authority</p>	<p>This high angle camera signifies that those men have a domination, power, and authority in their life</p>
<p>Color Saturation Warm color saturation (grey)</p>	<p>Warm color saturation (grey) signifies optimism, hope, desire, and agitation.</p>	<p>This warm color saturation signifies that men in the advertisement are a group of people who are optimistic, hopeful, and full of desire in the life</p>