

CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with the methodological aspects of this recent study. It contains formulation of problems, research design, data collection, data analysis, and data presentation.

3.1 Research Design

This study is a kind of case study which applies a descriptive qualitative method as the research design. This research design is used to describe and interpret the analysis of visual and verbal modes in representing the female model in the data investigated.

Since this recent study employs a qualitative case study as the methodology, the explanation regarding the methodology is provided. A case study is defined as an approach of research which is used to bring an in-depth and multi-faceted comprehension and offer additional views of a complex issue of its real life contexts (Crowe, Cresswell, Robertson, Huby, Avery, & Sheikh, 2011). In addition, according to Gerring (2004), a case study takes a single unit to be investigated to generalize over a larger number of units. Therefore, Yin (2009) suggests that the use of a case study is to explain, describe and explore any circumstances in their particular contexts (as cited in Crowe et al., 2011). Seen from the explanation about case study, it is interrelated to a qualitative research design. Castellán (2010) simply describes that qualitative research method is used to get an understanding about a situation. Hancock, Ockleford and Windridge (2009) also note that qualitative method is interpretative description of a phenomenon to articulate and understand what it means. Moreover, a qualitative research focuses on the meanings, traits and characteristics of any subjects including events, people, cultures, experiences, etc. (Tewksbury, 2009).

To be concluded, a qualitative case study method is an approach to conduct research which focuses on the description and interpretation of certain phenomena in a sample of cases investigated to gain meanings and understandings. As stated by Baxter and Jack (2008), a qualitative case study allows the researchers to

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A CASE STUDY OF MULTIMODAL ANALYSIS: THE REPRESENTATION OF A FEMALE MODEL IN THE 'INSIGHT' RUBRIC OF MALE MAGAZINE 147TH EDITION

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analyze complex phenomena within their contexts. Thus, this research design is suitable to be applied because this recent study aims at analyzing visual and verbal modes in the data as the textual evidence.

3.2 Data Collection

This recent study takes *Male Magazine* as the source of the data. *Male Magazine* is chosen as the data source for this study because it is one of the magazines in Indonesia which uses women as the object of the magazine knowing that the magazine is targeted to men. Thus, through this magazine, it can be seen the representation of female models who become the objects of male readership.

Knowing that this research is a case study, the selected edition of *Male Magazine* was taken by downloading it on www.male.detik.com. As suggested by Crowe et al. (2011), in choosing the data, the case selected is based on its uniqueness and researchers' genuine interests not based on the most representative one over another, thus the 147th edition of *Male* is chosen. The magazine is entitled "Shae: Seks Urutan Ketiga" which means the model, Shae, tells openly about her opinion towards sex. The sexual theme is clearly made to attract men as the readership of the magazine. In addition, the female model in this edition is a young new comer celebrity who can represent the characteristics the female model in Indonesia. Meanwhile, the rubric selected is 'insight' because it presents the female model in the cover of the magazine and contains her point of view about attractive men in eight pages with verbal and visual discourses.

Finally, the study takes 'insight' rubric in 147th edition of *Male Magazine* as the data. This data are considered as the most suitable ones to reveal the representation of a female model through the visual and verbal modes analyses in the magazine.

3.3 Data Analysis

Since the data of the study are in the form of visual and verbal modes, researchers need more than one tool of analysis (Hermawan, 2013). Thus, this study employs Kress and van Leeuwen's (2006) *Visual Grammar* and some supporting tools by Wilfred's (1962) signification of colors and Barnard's (2007) meanings of fashion

and physical appearances to analyze the visual mode and Halliday's (1994) *Systemic Functional Linguistics* which is transitivity to analyze the verbal mode in the data.

In the visual analysis stage, the data are investigated to reveal representational meanings (narrative and conceptual representations), interactive meaning, and the compositional meaning. Representational meanings are realized by the analyses of the participants through looking at the presence and absence of vectors. Interactive meaning is gained through the analyses of gaze, size of frame, shot and perspective/angle. Meanwhile, compositional meaning is provided by the analyses of the placement of the elements. In addition, to know the meaning of colors, fashion and physical appearance in the data, Wilfred's (1962) and Barnard's (2007) approaches are used as the supporting tools to analyze the visual mode. Those visual analyses are served to get the three metafunction meaning of images in order to get the reliable results.


In contrast, the verbal analysis is served to discover the meaning of representation which is realized only by the ideational meaning. Thus, the verbal analysis is conducted using Halliday's (1994) *Systemic Functional Linguistics* which is *transitivity*. The analysis covers the types of participants, processes, and circumstances lying in the form of headlines and body of the articles in the magazine.

The results of data analysis are served as base to reveal the representation of a female model in the 'insight' rubric of 147th edition of *Male Magazine* visually and verbally. Finally, the signification of the representation is discovered.

3.4 Data Presentation

The data presentation is the sample of the analysis based on all the frameworks used in the study. The data are separated into the elements of visual and verbal analysis. The examples of data presentation are provided in the Table 3.1 and Table 3.2. Further elaboration of the analysis is provided in the appendices. The sample is the analysis of first page in the 'insight' rubric of 147th edition of *Male Magazine*.

Table 3.1 Sample of Visual Analysis

| <u>Visual Analysis</u> |
|--|
|  |
| <p><i>Description:</i> The image shows a woman, the female model, posing back to the white wall. One of her hands holds her brown long hair while the other lies on her thigh. She wears mini-outfits, such as green hot pants, short blouse with blazer. Her eyes look down and her red lips are little bit opened.</p> |
| <p><i>Representational Meaning:</i> The representational meaning in the image is shown only by the presence of conceptual process which is analytical process. There is only one participant as the carrier with her possessive attributes which are her clothes. It shows that the image of the female model is in her outfit. Since her outfit shows her half body, it can construct meaning that she is a woman who wants to show her body to the viewers of the magazine.</p> |
| <p><i>Interactive Meaning:</i> In the image, the represented participant does not directly look at the viewers which means it is 'offer' (Kress and van Leeuwen, 2006). The image with 'offer' gaze means the represented participant and the viewers have less intimacy and the image shows only for a piece of information. In addition, this image is taken in a 'medium shot' from 'low angle'. That means there is a far personal distance between the represented participant and the viewers and the represented participant has more power than the viewers.</p> |

Compositional Meaning: The represented participant is put on the left of image. Thus, she is the 'given'. That means the viewers have already known about her. Meanwhile, there is a verbal mode in the right side of the image called 'new'. It means the producers want to give new information to viewers through the verbal mode. Furthermore, the female model put in the left side means she has more important status in the image.

Color: The female model wears the combination of white and tosca green outfit. White signifies pure, naive, peace and goodness. Meanwhile, the tosca green signifies natural, affection, emphatic, young, peace, envious, poison, fresh, wickedness. This means that the represented participant presents the goodness and affection of herself to men.

Fashion: The female model wears short trouser which indicates modernity and aggressiveness. In addition, she wears opened collar suit which indicates informality. She represents a modern woman and shows her forceful action to attract male readership.

Physical appearance: The female model has white or bright skin. It indicates that Shae is beautiful and healthy. It can be seen that being a model in *Male* magazine has to have beautiful and fresh looks.

Table 3.2 Sample of Verbal Analysis

| <u>Verbal Analysis</u> | | | |
|--|------------------------|----------------------------|-------------------|
| The verbal text lies on two parts of the page: headlines and subheadings. “Shae” is the name of the model (represented participant). The verbal analysis takes the written texts “Seks urutan ketiga teratas” and “Di level asia tenggara namanya sudah cukup dikenal. Berbagai penghargaan telah ia raih.” | | | |
| <i>Seks</i> | <i>urutan</i> | <i>ketiga teratas</i> | |
| Sex | Becomes | the top three | |
| Carrier | Attributive: intensive | Attribute | |
| | | | |
| <i>Di level asia tenggara</i> | <i>Namanya</i> | <i>sudah cukup dikenal</i> | |
| In the level of South East Asia | (her) name | is | well-known enough |
| Circumstance | Carrier | Attributive: intensive | Attribute |
| | | | |
| <i>Berbagai penghargaan</i> | <i>telah ia raih</i> | | |
| Several awards | has been achieved | by her | |
| Goal | Material | Actor | |
| | | | |
| The verbal texts “ <i>Sex urutan ketiga teratas</i> ” are produced by Shae as the model of <i>Male</i> . The analysis shows that the utterance contains identifying process which indicates that Shae wants to build identities toward sex, how sex is important to her. In addition, that clause is also made in bigger font than the other. This indicates that the producer wants to build more viewers’ attention to this clause. Then, the process in the verbal “ <i>Di level Asia Tenggara namanya sudah cukup dikenal</i> ” is a kind of identifying. Here, the producer of <i>Male</i> assigns positive quality to Shae as the model. It is then proved by the next verbal “ <i>Berbagai penghargaan telah ia raih</i> ” which shows that there is material process in the texts. It indicates that Shae has done several works which finally reward her some achievements. From the analysis, it can be seen that Shae, as the model of <i>Male</i> , is represented as the hard-working and smart woman who | | | |

also puts sex as an important thing of herself.