

CHAPTER III

RESEARCH METHOD

This chapter presents the research methodology which describes the mechanism and steps in doing the study. This chapter consists of design of the study, data collection, and data analysis.

3.1 Design of the Study

The research method for this study is a descriptive qualitative method because this study aimed at understanding the way children are visually and verbally represented in a television advertisement. The qualitative method aims to expand people's understanding of particular things in the world (Hancock et.al, 2009). Therefore, the study is expected to enact people to have a more profound understanding towards how children are represented in a television advertisement.

3.2 Data Collection

The data for the study were in the form of verbal and visual text. The visual data were two selected television advertisements of cellular phone operator (*3 Indie+*). Those selected television advertisements with 59 seconds in duration display children narrating about their own aspirations in the future. The verbal texts are the words and sentences accompanying the visual. In collecting the data, the study used the following procedure. Firstly, determining what advertisement and what social issue represented in the advertisement would be examined. Secondly, collecting the primary data for the analysis by downloading the two videos of the related advertisements from the website (<http://youtube.com>). Thirdly, dividing the selected scenes into 23 print screen images (first video= 12 print screen images and second video= 11 print screen images). Fourthly, transcribing the monologue (one text accompanies one print screen image).


3.3 Data Analysis

The analysis of the data are both visual and verbal analysis. Visual analysis consists of facial expression, layout composition, clothing, physical appearance, and techniques of video shooting which are based on Barnard (2006), Ekman (2003), Selby and Coedery (1995) and Kress and Leeuwen's theory (2006). Meanwhile verbal analysis relies on Halliday's theory of transitivity (1985). In conducting the study, the following steps have been taken:

1. Watching the two videos to have thorough understanding.
2. Identifying facial expression, clothing, physical appearance, frame size, camera angle and color saturation in each print screen image.
3. Analyzing the data using the framework theories.
4. Making a conclusion based on the findings.

3.3.1 Sample of Data Analysis in 3 *Indie+* Cellular Phone Operator Advertisements

Table 3.1 Sample of Visual Analysis in the First Version of 3 *Indie+* Cellular Phone Operator Advertisement (Scene 1)

Scene 1	
Visual	Description
	<p>This scene displays a boy who is sitting in a classroom but he is not wearing a school uniform like students in general.</p>
Signification	
Signifier	Signified

<p>Clothes: Yellow t-shirt</p>	<p>Yellow signifies tolerance, light, fast, inspiration, happiness, hope, gold, cheeriness, cowardice, illness, deceit, warmth, excitement, enlightenment. (Wilfred, 1962; Linschoten & Mansyur (as cited in Kasali, 1995); Fisher, 2004).</p>
<p>Facial Expression: Open mouth, raised cheek</p>	<p>Sadness and agony (Ekman, 2003).</p>
<p>Frame Size: Close-up</p>	<p>Intimate and personal relation between the represented participants and the viewers (Kress & Leeuwen, 2006).</p>
<p>Camera Angle: Eye level</p>	<p>Equality (Kress & Leeuwen, 2006).</p>
<p>Color Saturation: Warm (gray)</p>	<p>Optimism, hope, desire, and agitation (Selby & Coedery, 1995).</p>

Scene 1 displays a boy who is sitting in a classroom. The little boy is positioned at the center and he is looking directly to the viewers. This makes him the limelight of the viewers. The frame size is a close-up because it shows the head and shoulders of the represented participant. According to Kress and Leeuwen (2006), close-up constructs an intimate and personal relationship between the represented participant and the viewers. The camera angle is an eye level. According to Kress and Leeuwen (2006), an eye level indicates an equality and there is no power difference between the represented participant and the viewers. As has been mentioned before, in the image the boy is looking directly to

the viewers. According to Kress and Leeuwen (2006), if the represented participants gaze at the viewers, the relation is interpreted as a demand to the viewers. In the context of the scene, the boy seeks the viewer's recognition. He wants to be acknowledged, he wants the viewers to recognize his existence. The boy is wearing a yellow t-shirt. According to Wilfred (1962), Linschoten & Mansyur (as cited in Kasali, 1995), and Fisher (2004), yellow signifies tolerance, light, fast, inspiration, happiness, hope, gold, and enlightenment. In the context of the scene, the boy's t-shirt signifies a hope. The boy has a hope to be able to work in a multinational company in the future but unfortunately he cannot go to school and study like others. It can be seen from the image that the boy is sitting in the classroom but he is not wearing a uniform like students in Indonesia in general. It is also supported by his facial expression, open mouth and raised cheek. According to Ekman (2003), open mouth and raised cheek signify the emotion of sadness and agony. Moreover, the color saturation of gray which is based on Selby and Coedery (1995), color saturation of gray indicates optimism, hope, desire, and agitation. In the context of the scene, gray color as the color that envelops the whole image accentuates the hope.

Table 3.2 Sample of Verbal Analysis in the First Version of 3 Indie+ Cellular Phone Operator Advertisement (Scene 1)

<i>[Kalo aku udah gede], aku pengen kerja di multinational company.</i>		
[When I grow up], I want to work in a multinational company.		
When	I	grow up,
	Behaver	Behavioural
I	want to work	in a multinational company.
Actor	Material	Circumstances: place

Based on the verbal analysis, the boy is positioned as a behaver and an actor. As the behaver and the actor, he wants to work in a multinational company when he has grown up. Multinational companies are considered to have more prestige and reputation than local companies because multinational companies usually

give a chance to the international world and better in improving both soft skill and hard skill than local companies. Moreover, multinational companies usually offer a higher salary than local companies. Thus, many people compete to get a position in multinational companies. That is why the boy wants to work in a multinational company.

3.4 Closing Remarks

This chapter has discussed the method of the study. It comprised the design of the study, data collection, and data analysis. Research design is about the methodology used in the study which is a descriptive qualitative method. Data collection and data analysis explained about the procedures in collecting and analyzing data. The method which has been elaborated here is applied in the study.