

CHAPTER 3

RESEARCH METHODOLOGY

This chapter provides the methodology of the research paper by which the present research was conducted. It deals with research objectives, research design, research procedure, data source, and data analysis. Furthermore, below are the procedures and techniques of analysis with a semiotics method.

3.1 Research Objectives

This research seeks to examine the way Yamaha Mio Fino advertisement describes women as a symbol of types of motorcycle. The motorcycle advertisement under study presents ideas about women, which indicate femininity and some shifts in femininity. For that reason this study aims to investigate:

1. The representation of women in Yamaha Mio Fino printadvertisements themed ‘*Fashionable Matic*’ version
2. The similarities and differences in the representation of women in the advertisements.

3.2 Research Design

This research largely uses the qualitative approach in the identification of the representation of women in Yamaha Mio Fino advertisement. This research is largely qualitative because it is about an interpretative knowledge of representation in advertisement (see Denzin, 2000). Therefore, in identifying how the advertisement represents women, the research creates an interpretation.

Moreover, this research is included into a case study method. A case study method collects the data on individuals, programs or events (observations, documents, records or audio visual). The aim of the research is not to make the case or event generalize, but the aim is just to obtain an understanding related to the case or phenomenon. Regarding the case study, a paragraph below contains an explanation that shows the continuity of a case study.

According to Duff (2008), “a case study concerns an individual’s behaviors and its purpose is to recognize and interpret the behaviors of the individual with particular culture”. Therefore, this research is categorized as case study because it is aimed at revealing the representation of women regarding behaviors of the models who have different gestures and appearances. The major task of this present research is to analyze classifications and patterns that can give details of phenomena within the texts under the discussion.

3.3 Data Collection

The data of this study are the images of Yamaha Mio Fino themed “Fashionable Matic” print advertisements. The advertisements were determined as the subject of the study. Data were collected by compiling print Yamaha Mio Fino advertisements from selected media, which are: Hai, Female, NOVA magazines and Pikiran Rakyat newspaper in 2010-2011. The media legally performs the Yamaha Mio Fino as one of the promoting ways for this new brand. Three kinds of Yamaha’s model were selected samples.

There are two reasons for selection process of the samples are as follows: the selected advertisements used women as their models. This is relevant with the study. In addition, women models in those selected advertisements are more prominent than the offered product itself; motorcycle or automatic scooter. It is productive to analyze.

3.4 Data Analysis

The qualitative analysis was presented to explore the domination model of women in the selected advertisement. Furthermore, a semiotic analysis was used to explore the signs and interpret their implicit meanings. Meanwhile, the data analysis in this study is based on Barthes’ (1957) theory, namely the orders of signification. This theoretical framework was used to decode the representation of women in

advertisements through the analysis of the denotation and connotation meaning of the elements in advertisements. Besides, the visual elements are also analyzed and interpreted.

In the field of semiotics analysis, this study employs Roland Barthes' two orders of signification: first order signification (denotation) and second order signification (connotation) on the visual elements of the advertisements; model/actress, setting, properties, frame size, camera angle, and color saturation. According to Chandler (2002: 142), denotation is the definitional, 'literal', 'obvious', or 'commonsense' meaning of a sign, while connotation refers to additional cultural meanings of the image in the visual elements of advertisement.

Moreover, the two orders signification (denotation & connotation) in the visual elements of advertisements are then interpreted by relating them to the data taken from library research and the writer's interpretation to investigate how the *Yamaha Mio Fino* advertisement themed '*Fashionable Matic*' version represent women in daily life.

The data source was taken from several local magazines and newspapers. The research was conducted based on print advertisements from selected advertisements. To discover the findings of the research the result will be discussed in chapter 4.