

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspects of the research. It covers the statement of problems, research method, and research procedures.

3.1 Statement of Problems

The following questions were used to investigate the representation of youth in *Pocari Sweat* television advertisements:

1. How is youth represented in *Pocari Sweat* television advertisements?
2. What are the ideologies behind that representation?

3.2 Research Method

This study used a qualitative descriptive method. 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 youth in *Pocari Sweat* 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 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 youth is represented in *Pocari Sweat* television advertisements. Meanwhile, myth (ideology) was used to reveal the ideologies behind the representation of youth in *Pocari Sweat* television advertisements.

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).

3.3.1 Data Collection

a. Data Resources

The data were in the form of videos of *Pocari Sweat* television advertisements. There were seven *Pocari Sweat* television advertisements selected in this study:

1. *Pocari Sweat* television advertisement “*Build the Dream*” version
(duration: 30 seconds)

2. *Pocari Sweat* television advertisement “*Love Letter*” version (duration: 29 seconds)
3. *Pocari Sweat* television advertisement “*Movie*” version (duration: 30 seconds)
4. *Pocari Sweat* television advertisement “*Presentation*” version (duration: 29 seconds)
5. *Pocari Sweat* television advertisement “*Riding Bicycle Part 1*” version (duration: 30 seconds)
6. *Pocari Sweat* television advertisement “*Riding Bicycle Part 2*” version (duration: 29 seconds)
7. *Pocari Sweat* television advertisement “*Jogging*” version (duration: 29 seconds)

Those advertisements were selected because those advertisements contain the issue of how youth is represented in those advertisements. Those advertisements were downloaded from www.youtube.com. In terms of sufficiency, these data were thought to suffice to present valid findings in Chapter Four.

b. Selected Scenes in *Pocari Sweat* Television advertisements

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

1) Selected Scenes in *Pocari Sweat* Television Advertisement “*Build the Dream*” Version

There were eight scenes selected in *Pocari Sweat* television advertisement “*Build the Dream*” version. Those selected scenes are presented in the following table:

Table 3.1 Selected Scenes in *Pocari Sweat* Television Advertisement “*Build the Dream*” Version

Scene	Visual	Description
1		This scene depicts six young people (youth) who are running. They seem to be spending their time together on the beach. They also seem to be happy.
2		This scene portrays twelve young people (youth) who are working together to tidy up everything. Some of them are lifting the tables and some of them are painting the house. They seem to be spending their vacation together on the beach. They also seem to be spirited in doing it.
3		This scene shows two young people (youth) who are painting house wall. They work together to do it. They seem to be happy and spirited in doing it.

4		<p>This scene depicts two young people (youth) who are painting the roof of a house. They are working together to do it. They seem to be happy and spirited in doing it.</p>
5 & 8		<p>These scenes describe thirteen young people (youth) who are dancing together. They seem to be spirited and happy.</p>
6		<p>This scene represents two young people (youth) who are trying to open the umbrella together.</p>
9		<p>This scene illustrates two young people (youth) who seem to be happy. They are laughing and one of those young people sticks two <i>Pocari Sweat's</i> bottles to her friend's cheeks.</p>

2) Selected Scenes in *Pocari Sweat* Television Advertisement

“*Love Letter*” Version

There were four scenes selected in *Pocari Sweat* television advertisement “*Love Letter*” version. Those selected scenes are presented in the following table:

Table 3.2 Selected Scenes in *Pocari Sweat* Television Advertisement “*Love Letter*” Version

Scene	Visual	Description
1		This scene shows a girl (youth) who wants to give a letter to the boy in the classroom, but she is shy and reluctant. However, her friends give her spirit to be brave in giving it.
2		This scene depicts a girl (youth) who is finally brave to give a letter to the boy because of her friends' support.
3		This scene illustrates four girls (youth) who are running after one of their friends give a love letter to the boy. They run because they are shy.
4		This scene describes four young people (youth) who are happy because one of their friends has been successful in giving a letter to someone that she adores.

3) Selected Scenes in *Pocari Sweat* Television Advertisement

“*Movie*” Version

There were four scenes selected in *Pocari Sweat* television advertisement “*Movie*” version. Those selected scenes are presented in the following table:

Table 3.3 Selected Scenes in *Pocari Sweat* Television Advertisement “*Movie*” Version

Scene	Visual	Description
1		This scene depicts four young people (youth) who are watching a romantic movie together. They become sad and then cry because of that romantic movie.
2		This scene shows three young people (youth) who are trying to entertain their friend. Their friend is sad and crying because of the romantic movie. Those young people (youth) also give <i>Pocari Sweat</i> to their friend.
3		This scene illustrates four young people (youth) who go outside after they have watched a romantic movie. They seem to be happy.
4		This scene represents four young people (youth) who are spending their time together in the garden after they have watched a romantic movie.

4) Selected Scenes in *Pocari Sweat* Television Advertisement “*Presentation*” Version

There were ten scenes selected in *Pocari Sweat* television advertisement “*Presentation*” version. Those selected scenes are presented in the following table:

**Table 3.4 Selected Scenes in *Pocari Sweat*
Television Advertisement “*Presentation*” Version**

Scene	Visual	Description
1		<p>This scene depicts a young person (youth) who is working. She seems to be busy with her work. She has to finish her work and present it in front of people.</p>
2		<p>This scene shows a young person (youth) who is in a hurry. She will present her work and she is being waited by people.</p>
3		<p>This scene shows a young person (youth) who is surprised because she has been waited by other people (the managers of a company) who want to listen to her presentation.</p>
4		<p>This scene describes the managers of a company who are waiting for the presentation of a young person (youth).</p>
5		<p>This scene depicts a young person (youth) who is preparing herself for presentation in front of important people.</p>

6		This scene shows an old person (boss) who is waiting for the presentation of a young person (youth).
7		This scene depicts a young person (youth) who is nervous before her presentation in front of important people.
8		This scene describes a young person (youth) who is presenting her presentation. She looks happy and confident in presenting it.
9		This scene illustrates a young person (youth) who finally can present her presentation well. Other people in the room give applause to her.
10		This scene depicts four young people (youth) who are happy because one of their friends has been successful in delivering her presentation.

5) Selected Scenes in *Pocari Sweat* Television Advertisement

“Riding Bicycle Part 1” Version

There were seven scenes selected in *Pocari Sweat* television advertisement *“Riding Bicycle Part 1”* version. Those selected scenes are presented in the following table:

**Table 3.5 Selected Scenes in *Pocari Sweat*
Television Advertisement “*Riding Bicycle Part 1*” Version**

Scene	Visual	Description
1		<p>This scene shows a young person (youth) who is riding a bicycle. She will meet her friends who have been waiting for her.</p>
2		<p>This scene depicts a young person (youth) who is waiting for her friend. They will go together by riding bicycles with other friends who have been waiting for them.</p>
3		<p>This scene shows two young people (youth) who are riding bicycles. They will meet their friends who have been waiting for them.</p>
4		<p>This scene describes two young people (youth) who are waiting for their friends. They will go together by riding bicycles.</p>
5		<p>This scene depicts four young people (youth) who are going together by riding bicycles.</p>

6		This scene describes four young people (youth) who are riding bicycles. They compete to reach the destination.
7		This scene illustrates four young people (youth) who have reached in their destination. They seem to be enjoying the scenery.

6) Selected Scenes in *Pocari Sweat* Television Advertisement
 “*Riding Bicycle Part 2*” Version

There were seven scenes selected in *Pocari Sweat* television advertisement “*Riding Bicycle Part 2*” version. Those selected scenes are presented in the following table:

Table 3.6 Selected Scenes in *Pocari Sweat* Television Advertisement “*Riding Bicycle Part 2*” Version

Scene	Visual	Description
1		This scene depicts a girl (youth) who is riding a bicycle. She will go home after studying in the school.
2		This scene shows a boy (youth) who is riding a bicycle. He will also go home after studying in the school.

3		This scene describes a girl (youth) who wants to return a book to a boy because the book has dropped from that boy's bag and that boy does not know about it.
4		This scene represents a girl (youth) who wants to return a book to the boy although she should follow that boy and face a barrier.
5		This scene depicts a girl (youth) who struggles to pursue the boy because she really wants to give the boy's book.
6		This scene shows a boy (youth) who is drinking <i>Pocari Sweat</i> after riding a bicycle. He does not realize that his book has dropped.
7		This scene portrays a girl (youth) who finally can give the book to the boy.

7) Selected Scenes in *Pocari Sweat* Television Advertisement

“Jogging” Version

There were two scenes selected in *Pocari Sweat* television advertisement “Jogging” version. Those selected scenes are presented in the following table:

**Table 3.7 Selected Scenes in *Pocari Sweat*
Television Advertisement “Jogging” Version**

Scene	Visual	Description
1		This scene depicts a young person (youth) who is drinking <i>Pocari Sweat</i> after jogging.
2		This scene shows six young people (youth) who are jogging. They seem to be doing an exercise.

3.3.2 Data Analysis

There were three steps in analyzing how youth is represented in *Pocari Sweat* television advertisements. The first step was taken by transforming each advertisement selected in this study into the scenes containing the issue of how youth is represented in that advertisement. This step was taken by watching the advertisements carefully to identify which scene contained the issue of how youth 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 ideologies behind the representation.

3.3.3 Data Presentation

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

Table 3.8 The Example of Orders of Signification of Visual Elements in Scene 1 of *Pocari Sweat* Television Advertisement “Love Letter” Version

Scene 1		
		
First Order of Signification	Second Order of Signification	Third Order of Signification
<p>Physical Appearances:</p> <ul style="list-style-type: none"> -Young people -Japanese oriental faces -White or bright skin -Japanese hairstyle (actor) -White or bright skin -Medium and long hair (actresses) 	<ul style="list-style-type: none"> -Young people (youth) represent a group of people who have fresh physical conditions and vigorous souls. -Japanese oriental faces and hairstyle show that the actor and actresses are the Japanese or have Japanese descent. -White or bright skin signifies beauty and healthiness. 	<ul style="list-style-type: none"> -Young people (youth) are a group of people who are energetic, enthusiastic, and full of story. -Japanese oriental faces and hairstyle are the symbols of Japan. -Handsome or beautiful and healthy youth is the youth who has white or bright skin. In terms of the product, the youth who drinks <i>Pocari Sweat</i> will be handsome or beautiful and healthy

<p>Clothes: Actor: -White collar shirt -Grey waistcoat -Black trousers Actresses: -White collar shirts -Grey waistcoats -Striped skirts (light blue, white, and black) -Striped bowties (light blue, white, and black)</p> <p>Accessory: Black bag</p>	<p>-White collar shirts represent formality.</p> <p>-Grey signifies independence, stability, seriousness and critic.</p> <p>-Black signifies formality.</p> <p>-Light blue signifies peace, spiritually calm, young, and sportiveness.</p> <p>-Bowties signify formality.</p> <p>-White signifies pureness, naivety, peace and goodness.</p> <p>-Black signifies formality and elegance.</p>	<p>-Actor and actresses' clothes signify that youth is a group of people who are in the good time for studying.</p> <p>-Grey represents that youth is critical and independent in giving the opinions.</p> <p>-Light blue is a suitable color to represent youth because it signifies young and sportive.</p> <p>-White reflects the youth who likes peaceful condition, acts as the way they are, and has morally good characters.</p> <p>-Black supports the signification of clothes worn by the actor. The signification is that youth is the good period of time for studying.</p>
<p>Setting and Properties Background setting: -Classroom</p> <p>Properties: -Tables, chairs, and AC</p>	<p>-Classroom signifies that this advertisement takes place in the school (especially in the classroom).</p> <p>-These properties signify that the setting of the advertisement is in the classroom.</p>	<p>-Classroom connotes that youth is the good period of time for studying.</p> <p>-These properties support the idea that youth is the good period of time for studying.</p>

<p>Additional property: -Love letter</p>	<p>-The love letter signifies that there is a love story that happens in the school among the students (youth).</p>	<p>-The love letter represents that youth is the group of people who are in the process of transition between childhood and adulthood. "Love" usually happens in that transition.</p>
<p>Frame size: Long shot Long shot (of actress 1-4 and actor 5) is a type of frame size taken from head to thigh.</p>	<p>Long shot represents a clear description of the object with the public or environment.</p>	<p>Long shot shows the actor and actresses' physical appearances, clothes, actions, and the background setting in this scene.</p>
<p>Camera angle: Low angle Low angle (of actress 1-4 and actor 5) is a camera angle taken from the position below the object.</p>	<p>Low angle represents being dominated, controlled, and unauthorized.</p>	<p>Low angle is used to show a power difference between youth and other people in spending their lives. Youth is enjoying their lives by feeling emotion and doing an activity as represented in the scene.</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 youth is a group of people who are optimistic, hopeful, and full of desire in the life.</p>