CHAPTER III
RESEARCH METHODOLOGY

This chapter presents the methodology used in the present study. First, it describes the research design used in the study. Second, it describes the data collection and the procedures for collecting the data. Third, it describes how the data are analyzed in the study. Lastly, the sample of data analysis is also presented in this chapter.

3.1 Research Design

In order to analyze the visual and verbal representation of children in *LembagaPerlindunganAnakJawaTimur*(*LPA Jatim*) advertisements, the present study uses a descriptive qualitative method. This method deals with social phenomena (Hancock et al., 2009) and aims to examine how people understand a particular issue (Brikci& Green, 2007). Additionally, qualitative method is an interpretive research which indicates that the result of the research is based on the perspective and the interpretation of the researcher (Creswell, 2012). In this context, descriptive qualitative method is an approach used in order to describe how children are represented visually and verbally in print advertisements, especially in a children protection campaign.

The descriptive qualitative method in the present study applies multimodal discourse analysis. It is a procedure of analysis which combines the study of language with other semiotic resources such as images, gestures, or sounds (O'Halloran, 2011). Therefore, in relation to the present study, multimodal discourse analysis is used to see the representation of children through the use of verbal and visual modes presented in the advertisements.

3.2 Data Collection

The present study takes print advertisements as the source of the data. Print advertisements were chosen as the data because they were considered as powerful media which involved human sense through more visuals and information (Dlabačová, 2012). The data were in the form of images of

LembagaPerlindunganAnakJawaTimur(*LPA Jatim*) advertisements taken from*www.dewey.petra.ac.id*.*LPA Jatim* is an organization in East Java, Indonesia, which supervises children protection established since 1998. The advertisementswere chosen as the data because *LPA Jatim* was the most productive organization campaigning children protection in print advertisements.

There were six advertisements of *LPA Jatim* chosen as the data(see Appendix 1). Those advertisements were published in 2009 and contained the central issue of emotional abuse happened in schools. Those six advertisements were chosen as the data based on some reasons. Firstly, the advertisements were made creatively by not showing the image of emotional abuse explicitly. Secondly, the advertisements were made by directing the viewers to not only see the advertisements visually, but also verbally, in order to understand the meaning of the advertisements and raise public awareness about the danger of emotional abuse in schools. Besides, the data were chosen to enrich the literature about representation of children inprint advertisements campaign social issue through multimodal discourse analysis.

3.3 Data Analysis

In order to examine the representation of children in print advertisements, the analysis was divided into two parts of analysis: visual and verbal analysis. The visual modes were analyzed based on the theory of visual grammar proposed by Kress and van Leeuwen (2006). Meanwhile, the verbal modes were analyzed based on Halliday's (1994)systemic functional linguistics theory of transitivity.

In terms of visual modes, the data were analyzed by using visual grammar to find the representational, interactive, and compositional meanings in images. The visual analysis was presented in the form of table (see Table 3.1). The first step of analysis was describing the description of the image, such as the description of situation, the object, and the background. Secondly, analyzing the representational meaning which could be seen through narrative or conceptual processes. Thirdly, analyzing interactive meaning which showed the relation between the represented participants and the viewers through gaze, size of frame, and angle shot. Lastly, analyzing the compositional meaning which showed the

composition and presentation of image realizing through information value, information value, salience, and framing.

In analyzing the verbal modes, the data usedHalliday's (1994)systemic functional linguistics, especiallytheory of transitivity. In order to see how children were represented in the images, the analysis covered the analysis of ideational meaning which was analyzed by using transitivity including participants, processes, and the circumstances. Furthermore, the findings were obtained based on the relationship between the visual and verbal data.

3.4 Data Presentation

The data presentation is the example of the analysis based on the frameworks of Kress and van Leeuwen (2006) and Halliday (1994). The data are separated into the elements of visual and verbal analysis. The sample of data analysis are presented in Tables 3.1 and 3.2. Further elaboration of the data is presented in chapter IV and the appendices.

Table 3.1 Sample of Visual Analysis

Visual Analysis
Description The image presents a child as the only represented participant. In the image, the child holds a white paper sign which covers her face, so the viewers only can see the child's face in a half-look. Additionally, the background of the image is black.
Representational Meaning In the image, the representational meaning is shown by the only one represented participant in the image, which is the child. The conceptual process that is involved in this image is symbolic process. Furthermore, since there is only one participant in the image, the child is considered as carrier. The child as the carrier may represent someone feeling sad which can be seen through the drop of her upper eyelids.
Interactive Meaning The interactive meaning in the image shows that the participant looks directly to the viewers, which means the image is a demand. A demand image may indicate that the producers of the image want to do something to the viewers. Additionally, the gaze which occurs between the represented participants and the viewers shows the imaginary relation between them. Furthermore, the image is taken in a close shot from eye level angle. It indicates that there is an intimate relation between the represented participant and the viewers. The eye level angle also indicates that there is no power between the represented

participant and the viewers.

Compositional Meaning

In terms of information value, the participant is located on the center of the image. Thus, the represented participant acts as 'center'. The position of the represented participant in the center may indicate that the represented participant acts as the core information of the image. Furthermore, the child who acts as the only represented participant in the image is salient, which can be seen from the size and the sharpness of focus of the child.

Table 3.2 Sample of Verbal Analysis

Verbal analysis

The verbal analysis uses the written text "Kekerasansecaraemosionalmenyebabkananakmenjaditertutupdantakutuntukberkreasisehinggaanaktidakdapatberkembangdenganbaik."

Kekerasansecaraemosional	*Menyebabkan*	*Anak*
Emotional abuse	Cause	Children
Token	Identifying: Intensive	Value

(anak)	*Menjadi*	*Tertutup*
(child)	Be	Reclusive
Token	Identifying: Intensive	Value

Dan	*(anak)*	*Takut*	*untukberkreasi*
	(child)	Discouraged	to explore
	Actor	Circumstances: Cause	Material

Sehingga	*Anak*	*tidakdapatberkembang*	*denganbaik*
	Child	could not grow	Properly
	Actor	Material	Circumstances: Manner

The verbal text "Kekerasansecaraemosionalmenyebabkananak" is a kind of identifying process. The text wants to show the effect that will happen to children if they have an emotional abuse. Furthermore, it is proved by the identifying process in the next verbal "(anak) menjaditertutup". The verbal text indicates the identity of children who have emotional abuse. It shows that children that have emotional abuse can turn into a reclusive child. Then, it is also supported by the next verbal text "Dan (anak) takutuntukberkreasi" which shows that there is

material process in the text. The material process indicates that children who have emotional abuse will be too discouraged to explore something new. Lastly, the verbal text "Sehinggaanaktidakdapatberkembangdenganbaik" shows that there is material process in the text. It indicates that children who have emotional abuse will be hard to grow properly. From the analysis, it can be seen that children are represented as a weak person in which becomes a victim of emotional abuse.