

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This part includes the explanation of the research methodology. It covers formulation of problems, research method, and research procedure (data collection, data analysis, and data presentation).

#### **3.1 Research Method**

The descriptive qualitative approach was used in this study to reveal the representation of Muslim women through some visual elements such as setting/background, facial expression, frame size, clothes and colors, camera angle, and color situation in printed shampoo advertisements. A qualitative approach is chosen, because this study describes the phenomena in the form of how Muslim women are represented and how the meaning is constructed (Denzin and Lincoln, 2000). In addition, a qualitative approach is relevant for this study since it describes and investigates the visual data rather than number. However, the descriptive qualitative approach method in the present study was applied using a theory of orders of signification proposed by Barthes (1987).

#### **3.2 Research Questions**

This study will answer two questions below:

1. How are Muslim women represented in the hijab shampoo advertisements?
2. What does the representation signify?

#### **3.3 Research Design**

This study employed descriptive qualitative method to answer the research questions. This research described critically the phenomenon in the form of how Muslim women are represented in hijab shampoo advertisements. According to Denzin and Lincoln (2000) an interpretive and nature is the requirement in the qualitative method. A descriptive qualitative was selected because the study deals with the interpretation of the collected data.

Also, the descriptive method is chosen because this study describes the phenomena in the form of how Muslim women are represented and how the meaning is constructed. The data are in the form of images (visual signs) data.

### **3.4 Research Procedure**

This study focused on investigating the representation of Muslim women in hijab shampoo advertisements. This study was conducted to reveal the semiotic meaning by using the data of printed shampoo advertisements that were taken from each website of the advertisement. All Muslim women portrayed in hijab shampoo advertisements can convey some meanings. The hijab shampoo advertisements as the data were analysed based on the connotative and denotative meaning. Next, myth can lead after knowing the connotative and denotative meaning in each printed shampoo advertisements.

### **3.5 Data Collection**

The data used in this study were collected from the website of each shampoo advertisement. This study analysed ten printed shampoo advertisements that show Muslim women in Indonesia, from the first to the newly released ones including *Wardah*, *Rejoice*, *Sunsilk*, *Emeron*, *Safi*, *Sariayu*, *Dove*, *Clear*, *Pantene* and *Lifebuoy*.

The reason of the data chosen, because the advertisements represented Muslim women in printed shampoo advertisements, which usually shampoo advertisements shows hair, now covered with hijab. The data were taken in the form of printed advertisements focuses on images (visual signs).

The data were analysed using the three orders of signification proposed by Roland Barthes (1987). The investigation focuses on analysing some visual elements such as setting/background, facial expression, frame size, clothes and colors, camera angle, and color situation.

### 3.6 Data Analysis

The collected were firstly categorized based on the visual elements. After that, the significance of the visual elements were interpreted using theories proposed by Bannard (2006), Ekman (2003), Fisher (2004), Kress Van Leeuwen (2006) and Selby Coedery (1995). From the analysis of each visual elements, the dominant visual elements were then analysed using the semiotic theory, specifically Roland Barthes' orders of signification (1987) which are called denotation, connotation, and myth or ideology. Last, after all steps were done, the myth was then conceptualize.

The collected were firstly categorized based on the visual elements. To critically describe the visual data this study employed a theory of three orders of signification proposed by Barthes (1987). This study used several levels of visual analysis in semiotic concept. An image analysis focuses on visual analysis. This study is relevant in a semiotic study proposed by Barthes' (1987) 'order of signification' in the analysis. This study were analysed the visual elements by using the order of signification. The signification based on the relation of two-order sign systems: denotation (as the first signification) and connotation (as the second-order signification). Theory of Barnard (2006) becomes a tool to help analyse the connotative meaning of fashion and physical appearance in the image. Ekman's (2003) theory was used to analyse the facial expressions and human emotions on the images. Fisher's (2004) used to analyse the connotation of color. Selby and Coedery (1995) and Kress and Van Leeweun's (2006) theories were used to analyse the connotation of frame size, camera angle, and color saturations. Those frameworks were conducted to identify the meaning of how Muslim women are represented in printed shampoo advertisements.

In analysing the representation of Muslim women in shampoo advertisements, this study had a procedure of analysing the advertisements that had non-linguistic signs. The stages are as follows:

1. To acquire the data, the author took ten hijab shampoo advertisements from the website of each advertisements.
2. The advertisements which consist of non-linguistic signs were analysed within the three steps of Barthes's orders of signification. The steps were summarized as follows:

- 2a. First order of signification, it deals with denotative meaning of sign. In the first order of signification analysed the denotative meaning, the non-linguistic signs based on as they were seen.
- 2b. Second order of signification, it looks for connotative meaning of signs. According to Fiske (2002) the non-linguistic signs were identified based on the context and references were still needed when discovering connotative meanings in the signs.
- 2c. Third order of signification, it concludes myths takes from signs. Myth can get from ideologies and what people believe on natural, social, and historical aspects.
3. The conclusion of identifying the denotation, connotation, and myth of the representation of Muslim women in printed shampoo advertisements led to some possible values embedded in Muslim women in the printed shampoo advertisements.

### 3.7 Data Presentation



First order of signification	Second order of signification	Third order of signification
Frame Size: Close up shot Close up shot expose head to chest frame size	Close up shot indicates an intimate and close emotion with the audience	In this advertisement shows a woman that expresses her happiness that can be seen from her big smile and confident while holding hijab.

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**Camera Angle:**

Eye Level	Eye level angle	Eye level shows that
The model was shot in	signifies equality	the model and
same level with the		audience have the
camera		same level.

<b>Fashion:</b> Blazer and	Formality, independent	
turtle neck long shirt	and polite	Blazer and turtle neck
		long shirt represent
		that she is someone

<b>Color:</b> White and	White: Purity,	who has a job and
Turquoise	goodness	career woman.
	Turquoise: idealistic	
		White represents that
		the model has purity
		and ideal beauty.

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The hijab shampoo advertisement evidenced above depicts the model's physical appearance in *Wardah* shampoo advertisement. The picture evidence shows her big smile, white skin, big eyes, skinny face, and slim figure. Furthermore, the advertisement maker presents Muslim women representation in *Wardah* shampoo through the visual element that they used, such as camera angle, frame size, fashion, and color.

The close up shot focuses on the model's face as the central attention and physical appearance of the model such as her blink eyes and natural pink lips. Also the close up shot in the advertisement is used to give a close emotion and create an intimate with the audiences (Selby & Coedery, 1995). Meanwhile, the eye level angle is used in the printed advertisement to show the equality between the audiences and the model.

The fashion that is used by the models in this advertisement is a long shirt and blazer. According to Bannard (2006) blazer and long shirt indicates formality, independent, and someone that has an intelligence.

Also, color that is used in this advertisement dominated by light color white and turquoise. White and turquoise signify purity, idealistic, and goodness.

In this case, soft color is used to represent that the model in *Wardah* advertisement is someone who that has purity heart and beauty also has good personality.

### **3.8 Concluding Remarks**

This chapter has explained the methodology applied in conducting this study. Also the function of this chapter is as guidance and explanation the formulation of problems, research method, and research procedure (data collection, data analysis, and data presentation) that have been discussed obviously. In order to answer the research questions, further data analysis and data presentation are presented and developed in the next chapter.

