

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodological aspects of the study. This chapter further elaborates on the research design, data collection, and data analysis, which have been briefly explained in Chapter I. This study aims to investigate the representation of family in the selected *Lifebuoy* online advertisements.

3.1. Research Design

In order to analyze the visual and verbal representation of family in *Lifebuoy* online advertisements, the present study employs a qualitative approach since the data are in the form of pictures. Bogdan and Biklen (2007) state that a qualitative method deals with words and pictures, not numbers. Additionally, a qualitative method is a kind of interpretive research that indicates the result of the research is based on the researcher's perspective and interpretation (Cresswell, 2012).

In relation to the present study, multimodal discourse analysis is used to see the representation of family through the use of visual and verbal modes. Multimodal discourse analysis is a procedure of analysis that involves the interaction of other semiotic resources such as spoken and written language, gesture, dress, architecture, lighting, movement, gaze, camera angle (O'Halloran et al., 2011). Furthermore, in order to identify the visual representation, this study uses visual grammar as proposed by Kress and van Leeuwen (2006). The verbal representation is examined by using transitivity as proposed by Halliday (1994).

3.2. Data Collection

The data for this study are several *Lifebuoy* online advertisements uploaded from 2012 to 2015 that are taken from <https://www.facebook.com/lifebuoy/>. The data are collected using purposive sampling. Purposive sampling is a strategy in which particular persons, settings, or events are chosen for relevant information (Maxwell, 2005). Since the main goal is to focus on a specific object, the data are intentionally selected on *Lifebuoy* online advertisements, which depicted a family.

There are fifteen *Lifebuoy* online advertisements chosen as the data (see Appendix). This study aims to analyze the visual and verbal representation of family in chosen *Lifebuoy* online advertisements. *Lifebuoy* is the world's number one selling antibacterial soap, sold in nearly 60 countries. *Lifebuoy* products aim to make a difference by creating quality, affordable products, and promoting healthy hygiene habits. The advertisements were chosen since they use the image of a family, which has not been widely studied. The data are chosen to enrich the literature regarding the representation of family in online advertisements through multimodal discourse analysis.

3.3. Data Analysis

In analyzing the data, the analysis of the selected *Lifebuoy* online advertisements is divided into visual and verbal analysis. The data for the study are in the form of the visual and verbal texts of selected *Lifebuoy* online advertisements. The visual texts are the images of the advertisements that use family as the model. Meanwhile, the verbal texts are the words and sentences written in the advertisements. The selected data were then analyzed by using visual grammar by Kress and van Leeuwen (2006) to reveal the visual representation, and transitivity by Halliday (1994) to reveal the verbal representation of family in *Lifebuoy* online advertisements.

In analyzing the visual modes, the data were analyzed by using visual grammar by Kress van Leeuwen (2006) to find the representational meaning in the advertisements. The visual analysis is presented in the form of a table (see Table 3.1) The first step of the analysis is describing the images such as the object, background, and situation. The second step is analyzing the representational meaning through narrative and conceptual processes.

In terms of verbal modes, the theory of transitivity by Halliday (1994) is used to see how family is represented in the advertisements. The verbal analysis is presented in the form of a table (see Table 3.1). Transitivity analysis is essential to determine what kind of process and participant are dominant in the advertisements. Each verbal element of the selected *Lifebuoy* soap advertisements is categorized, whether it belongs to material, behavioral, mental, verbal, relational, existential, or

meteorological processes. The participants and circumstances are also analyzed. Furthermore, the findings are obtained based on the relationship between the visual and verbal texts. The example of the analysis is represented in Table 3.1 and Table 3.2. Further elaboration of the data is presented in Chapter IV and the appendices.

Table 3.1 The Example of Visual Analysis in *Lifebuoy* Online advertisements


<p>Visual Analysis</p>  <p>Setelah memasak pastikan untuk mencuci tangan dengan Lifebuoy Hand Wash KitchenFresh agar tangan Moms dan Si Kecil bersih dan tidak berbau</p>
<p>Description: The image shows family members consisting of daughter and mother. The image shows the mother cutting vegetables, specifically carrots. Meanwhile, the daughter is standing next to her mother to see her cutting carrots. The image takes place in the kitchen. The mother wears a white shirt and a pink apron. Meanwhile, the daughter wears a purple shirt and a pink apron.</p>
<p>Representational meaning: The image contains an action-transactional-unidirectional. The mother and daughter are the actors, and the vegetables are the goal. The action process is indicated by the vegetables that the mother cuts and the daughter that sees the process of cutting the vegetables. The vector can be drawn from the mother's hand to the vegetables. This image shows that the mother as a family member takes care of a family errand, especially in cooking. Moreover, since the image takes place in the kitchen, it contains a locative circumstance. This image also contains a circumstance of accompaniment since the participants do not relate to each other. The image contains an analytical process in which the mother and daughter are the carriers, and all that they wear are the possessive attributes. Both mother and daughter wear the apron as the typical outfit that people wear in the kitchen.</p>

Table 3.2 The Example of Verbal Analysis in *Lifebuoy* Online advertisements

Verbal Analysis

“Setelah memasak pastikan untuk mencuci tangan dengan lifebuoy handwash kitchen fresh agar tangan Moms dan Si Kecil menjadi bersih dan tidak berbau.”

<i>Setelah</i>	<i>pastikan</i>	<i>Untuk</i>	<i>tangan</i>	<i>dengan Lifebuoy</i>
<i>memasak</i>		<i>mencuci</i>		<i>handwash</i>
				<i>kitchen fresh</i>
After cooking	be sure	to wash	hands	with <i>Lifebuoy</i>
				Handwash
				Kitchen Fresh

Circumstances: time	-	Material	Goal	Circumstance: manner
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<i>agar</i>	<i>tangan Moms dan Si</i>	<i>menjadi</i>	<i>bersih dan tidak</i>
	<i>Kecil</i>		<i>berbau</i>

so that	Moms and Si Kecil's	is	clean and
	hand		odorless

-	Token	Identifying	Value
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Based on the verbal text above, the word “*Moms dan Si Kecil*” represent mother and daughter as family members. “*Moms dan Si Kecil*” as family members is a token. The verbal text “*agar tangan Moms dan Si Kecil menjadi bersih dan tidak berbau*” is the identifying (intensive) process. Furthermore, the words “*menjadi bersih dan tidak berbau*” establish the identity for *Lifebuoy* Handwash Kitchen Fresh. In the context of the advertisements, the text wants to show the effect that will happen if they wash their hands with *Lifebuoy* Handwash kitchen after cooking. By doing

hand washing after cooking, it will make a good impact on health. This advertisement indicated the cleanliness of family members.