

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology used in the research. It consists of research method, data collection, research procedure, and research analysis example.

3.1 Research Method

The study used qualitative and descriptive approaches to describe and interpret the data to investigate the domination issue through the code of fashion. A qualitative approach is suitable for this research because it "...aims to help us to understand the world...concerned with the social aspects of our world..." (Hancock, 2002: 2). It deals with social issues and the elucidation of how the issues occur in society.

Moreover, the qualitative approach also "describes social phenomena as they occur naturally" (ibid.). Therefore, the qualitative approach is also descriptive, in the way the phenomena are described to be analyzed. The description is natural which means there is no deliberate change in the phenomena because qualitative research attempts to analyze the phenomena as the way it is.

The research used semiotic analysis as the method of the analysis. Barthes' orders of signification were employed to reveal the meaning of the codes of fashion implied in the images. There are denotative, connotative, and mythical meaning analysis. Firstly, the selected scenes of the music videos were described, as the denotative meaning analysis, and interpreted, as the connotative meaning analysis. Afterward, binary opposition was made as further analysis to decipher myths.

There are two types of analysis conducted: descriptive and interpretative. Descriptive means the analysis is only a pure description without assumptions, while interpretative deals with the assumed meaning in the data (Hancock, 2000). These two stages of analysis are correlated with the two stages of

meanings: denotation and connotation. Denotation is descriptive; it is a mere description of the data. On the other hand, connotation is interpretative; it deals with the cultural or associated meanings of the data. As already illustrated before, these two stages of meanings and the mythical meaning are the semiotic tools used to analyze the data.

3.2 Data Collection

The data investigated in this research were the selected scenes from three music videos: Ailee's "I Will Show You", Taylor Swift's "You Belong with Me", and Super Junior M's "Super Girl". These scenes were selected based on the relation of the domination issue through fashion. Therefore, not all of the scenes were presented in order to keep the research focused on the particular issue.

These three music videos were not randomly selected. The selection was made based on the similarity between these videos. The similarity is that all of the videos show that the same person can portray two different types of fashion or identities. This same person with different fashion or identities receives different treatment from the surroundings merely based on her or his fashion change. Therefore, these videos show the power of fashion as a code that can change others' behavior toward the wearer.

The first video is Ailee's "I Will Show You". Ailee is a South Korean singer. The video was uploaded in *YouTube* on October 15, 2012 by LOENENT. The song is in Korean. Therefore, English translation of the song was obtained in order to help to understand and analyze the video.

The music video tells about a story of a girl (portrayed by Ailee) who finds her boyfriend being with another woman. Later, she wants to take revenge by changing her appearances. By doing so, she wants to show him that she can be prettier. She also wants to show that she will not cry because of him and show her stronger side instead. Immediately she has changed her looks, many men start to chase her. She becomes like a superstar and walks on the red carpet. In the end, her boyfriend comes back to her and she accepts him back.

The second music video is “You Belong with Me” by Taylor Swift. The video is acquired from the official channel TaylorSwiftVEVO. It was uploaded on 16th June, 2009 in *YouTube* and produced by Big Machine Records. The length of the video is 3 minutes 49 seconds.

The story of the music video involves Taylor Swift who plays two roles at the same time: as the protagonist and the antagonist. As the protagonist, she wears eyeglasses, nerd fashion style, and has curly blond hair. As the antagonist, she wears fancy clothes, has black straight hair, and drives a luxurious car. The protagonist character falls in love with a boy who is the antagonist’s boyfriend. One day, they break up and the protagonist sees that the antagonist does not treat the boy well. In the end, the protagonist wears fancy clothes and goes to the party to meet the boy. In the party, she shows her love to the boy and vice versa and finally they can be together.

The third music video is “Super Girl” by Super Junior M. Super Junior M is a subgroup of Super Junior, a Korean boy band. Super Junior M is intended to reach the Chinese market so that the song is in Mandarin. The video was uploaded by SM Entertainment on September 14, 2009. In order to understand the lyrics, English translation of the song is used to help analyze the video.

The “Super Girl” video shows a nerd-looking boy with glasses and slick hair. He wears overall style clothes and walks childishly. He goes to a room where a party is held and looks fascinated by the circumstances. Then he sees a beautiful girl in the party and he goes approaching her to take a photo of her. However, the girl rejects him and the boy feels sad and leaves the party. Outside the room, he changes his appearance into a fashionable-looking boy who walks confidently. He enters the room again and starts to dance and enjoy the party. The girl who has rejected him sees the new him and joins the boy dancing. In the end, the boy can be accepted in the party.

3.3 Research Procedure

The procedure of the research has several steps as follows:

- a. Planning an inquiry on music videos. Music videos which have similarities were investigated. The result showed that there are three music videos which have the same issue: fashion domination. These three music videos also have a similar plot so that these videos were selected to be investigated.
- b. Collecting the data. The selected music videos were downloaded from *YouTube*. Selected scenes from the videos were screen-capped and analyzed. The selected scenes were captured based on the relation with the issue. The scenes which are not related to the issue were not captured. Not only the data, but literature sources were also obtained as the basis of conducting the research.
- c. Observing and deciphering the signs in music videos. The signs that relate to fashion domination in the videos were decoded and interpreted based on the Barthes' theory of orders of signification. The decoding was conducted in three steps of analysis: denotative meaning, connotative meaning, and mythical meaning. After the connotative meanings of the codes were acquired, binary opposition analysis was employed in order to discover the mythical meanings implied in the music videos.
- d. Making inference and proposing suggestions. The result of the analysis was concluded and suggestions for future research were proposed.

3.4 Research Analysis Example

The fashion domination issue in Ailee's music videos "I Will Show You" is represented in the selected scenes in the following table.

Table 3.1
Denotative, connotative, and mythical meanings of the selected scenes in
Ailee’s music video “I Will Show You”

	Before the Change	After the Change
Selected Scenes		
1		
2		
Denotation		
Setting	<ul style="list-style-type: none"> - In a dark hall - Gray/dark background color 	<ul style="list-style-type: none"> - In a bright hall - White/bright background color - A hall with red carpet (2)
Actors	<p>The girl:</p> <ul style="list-style-type: none"> - Fashion Styles and Colors - Light brown clothing with polka dots pattern - A peter pan (round shaped) collar - Glasses - A braided hairstyle 	<p>The girl:</p> <ul style="list-style-type: none"> - Sleeveless clothing - Tight shaping body clothing with wide neck opening - Earrings and a necklace - A mini skirt dress - An untied hairstyle

The man beside the girl:

- A black suit with a white shirt inside

The men around her:

- Blue, gray, and red cardigans and a gray sweater

- Actions

- The girl is walking with head down.

- Waving to the crowd (2)

- Happy face (2)

- Flat expression

- The men around her (1)

and the crowd (2) focus

their attention to the girl.

- The man beside her frowns at her (2).
-