

CHAPTER III METHODOLOGY

This study is, in general, aimed to describe how print advertisement texts represent Indonesian women in terms of their positions in the family, and to find out the types of processes predominantly used in the advertisement texts in constructing them. This chapter describes the design of the research. It includes the research method, the data source, the procedure of the research, and the techniques of collecting and analyzing the data.

3.1 Research Method

As it is stated before in Chapter I, the study employed the framework of Critical Discourse Analysis (CDA) in analyzing the texts. The systemic functional linguistic is applied as the tool of analysis to analyze the verbal text, and theories of reading images are applied to analyze the visual text. Here, Fairclough's method of CDA is applied. Fairclough (1995) provides us with a method that requires three kinds of analysis; those are text analysis (description), processing analysis (interpretation), and social analysis (interpretation).

At the level of verbal text analysis, the focus is on the linguistic feature of the text. The linguistic features that can be analyzed from a text are transitivity, voice, mood, tense/modality, theme, lexical choices, and Pronoun/noun. This study, however, is focused only on the analysis of transitivity, lexical relations, and Pronoun/noun. The use of transitivity analysis, according to Janks (2005), can reveal the way(s) the text construct certain entity. Moreover, Bloor & Bloor, (1995), as cited in Babaii and Ansari (2005), note that the Process and Participant

analysis of a text reveals the way language users manipulate language to represent their perceptions of reality. Moreover, by analyzing the Lexical relations in the text, an analyst can explain how the writers or speakers are constructing the social activity type in which they are involved (Eggins, 2000). The analysis of Pronoun/noun, in addition, described the representation of social actors (Fairclough, 2003). These types of analysis are considered suitable to answer the research questions stated above.

At the level of visual text analysis, on the other hand, the focus is on the images which depict the Indonesian women in the advertisement texts. The analysis is relied on the work of Kress and Van Leeuwen (1990) which allows precise description and interpretation of visual data. In revealing the representations depicted in the text, the images are to be analyzed using the visual system of transitivity. The data found from the linguistic and visual transitivity analysis of the text (description) served as the foundation for the process analysis (interpretation) and social analysis (explanation).

3.2 Data Source

3.2.1 Source of Data

The print advertisement texts to be analyzed in this study were taken from a well-known Indonesian weekly women's magazine. Three editions of this women's magazine, published during the period of September to December 2006, have been chosen as the source of the data. Those are the 7-13 September (I), 19 October-1 November (II), and 30 November-6 December (III) of 2006 editions.

Edition I is a special edition of the magazine's 34th birthday, edition II is a special edition of *Idul Fitri*, and edition III is a special edition for anticipating the Mother's Day. The advertisement texts collected from these editions are considered as having several representations of Indonesian women, especially in the family institution. The print advertisement texts selected are those addressed to women and/or modeled by women, to see how the advertisements represent the women's positions through their verbal and visual texts.

3.2.2 Profile of the Women's Magazine

The women's magazine is a well-known Indonesian women's magazine which is published weekly. It was firstly published on 18 September 1972. When it was firstly founded, this women's magazine was not the first women's magazine in Indonesia. However, it has pioneered the construction of Indonesian women's brand new image (Kompas 2002). It is reported that the magazine's journalism was intended to teach Indonesian young women so that they, single or married, have broad knowledge, competent in household affairs, yet succeeded in their career and social lives.

After thirty years of its publication, this women's magazine was reported to have dominated the Indonesian women's magazine market, with a circulation of 400.000 copies per week. The women's magazine, in fact, has had nine other magazines in its business group. This women's magazine reached the highest income in the group which, with sixty pages of color advertisements per week, or 240 pages of advertisements per month.

The magazine has also received an international recognition for it won a Bronze Award in the fifth Asia Media Award held by Asian IFRA (Asian media publishing association) in Kuala Lumpur, Malaysia, 25 March 2006 (*Kompas* 2006). The Bronze Award was for the category of Best in Design Award for the magazines with a circulation of above 50.000 copies. It was the only Indonesian print medium to receive the award in this Asian and Middle East level of publishing competition.

3.3 Research Procedure

3.3.1 Data Collection

The data to be analyzed in this study are the print advertisement texts collected from the three editions of the Indonesian women's magazine. Twenty four print advertisement texts have been selected and collected, and then they are categorized into eight categories based on the products they advertise. The detail collection of the data is shown in table 3.1. below:

No	Category of Print Advertisement Texts	Number of texts	Advertisement texts
1	<i>Automobile</i>	3	<ol style="list-style-type: none"> 1. <i>Kijang Innova</i> (T.1) 2. <i>Suzuki APV</i> (T.2) 3. <i>Suzuki APV</i> (T.3)
2	<i>Banking Products</i>	2	<ol style="list-style-type: none"> 1. <i>Rekening HSBC</i> (T.4) 2. <i>Smart Spending Kartu Kredit BNI</i> (T.5)
3	<i>Cleansing Agent</i>	1	<ol style="list-style-type: none"> 1. <i>Attack Color</i> (T.6)
4	<i>Contest & Draw</i>	2	<ol style="list-style-type: none"> 1. <i>Aqua Door to Doorprize</i> (T.7) 2. <i>Nestle Bubur Susu</i> (T.8)
5	<i>Food Product</i>	6	<ol style="list-style-type: none"> 1. <i>Sarden & Mackerel ABC</i> (T.9) 2. <i>Nestle Pisang dan susu</i> (T.10) 3. <i>Frisian Flag123 & 456</i> (T.11) 4. <i>Aqua</i> (T.12) 5. <i>Happy Jus</i> (T.13) 6. <i>Prenagen</i> (T.14)

6	<i>Household Appliances</i>	2	1. <i>Paseo</i> (T.15) 2. <i>Samsung washing machine</i> (T.16)
7	<i>Information, Self Improvement, & Carrier</i>	6	1. <i>IPD</i> (T.17) 2. <i>Nutricia</i> (T.18) 3. <i>Seminar Setengah Hari</i> (T.19) 4. <i>Prenagen Mom's Day</i> (T.21) 5. <i>UNICEF</i> (T.22) 6. <i>Tupperware</i> (T.20)
8	<i>Medicines & Vitamins</i>	2	1. <i>Supradyn</i> (T.23) 2. <i>Huxley's Wintogeno</i> (T.24)
<i>Total</i>		24	

Table 3.1. Categorization of print advertisement texts taken from The women's magazine

Since the aim of this study is to find out how advertisement texts represent the Indonesian women's position in family institution, the advertisement texts selected for this study are only those that are addressed to women and/or modeled by women. Thus, the advertisement texts are collected and selected in a purposive way. This strategy is applied in order to gain effective and important information needed to fulfill the aims of the study. Maxwell (1996), as cited in Widri Enggal (2007), asserted that in purposive sampling strategy, particular settings, person, or events are selected deliberately in order to provide important information that can not be gotten as well from other choices.

3.3.2 Framework of Data Analysis

After the data have been selected and collected, they were analyzed to answer the research questions. In analyzing the data obtained from the print advertisement texts, the writer followed the following procedures:

1. Identify the clauses in the advertisement texts which contain women as participants;

2. The clauses containing women as participants are, then, analyzed using Hallidayan Linguistic Transitivity analysis to figure out the choices of process implicating associated participant's (in this case Indonesian women) roles and configuration (Eggins 2000);

For Example:

- (a) Text 17 contains ten clauses with woman as participant. Material process clauses and Mental process clauses were identified. Material processes are centrally concerned with action and events, and the participants who carry them out. The mental processes, on the other hand, are centrally concerned with conscious cognition. (Eggins 2000).

C.17.4	<i>Melihat</i> (to see)	<i>Keadaan ini</i> (this condition)
	Pr:mental	phenomenon

C.17.6	<i>Kini</i> (now)	<i>Ibu</i> (Mother)	<i>Dapat</i> (can)	<i>Melindungi</i> (protect)	<i>si kecil</i> (the child)	<i>dari bahaya IPD</i> (from the danger of IPD)
	Circ:time	Actor		pr:material	Goal	Circ:cause

- (b) In Text 22 (T.22), a verbal process clause is identified (C.22.14). The verbal processes are concerned with the act of speaking. Since the participant is constructed with verbal process, the participant is, then, represented as the one that speaks (Eggins 2000).

C.22.14	<i>Segera</i> (quick)	<i>Hubungi</i> (call)	<i>kantor distributor Tupperware terdekat</i> (the nearest Tupperware distributor office)	<i>di kota anda</i> (in your town)
	Circ:man ner	Pr:verbal	Receiver	Circ:loc

(c) Text 18 and Text 23 contain relational process clauses which are concerned with defining or describing participants (Eggsins 2000).

C.18.1	<i>Melindungi</i> (protecting)	<i>Adalah</i> (is)	<i>naluri seorang Ibu</i> (a mother's instinct)
	Value	Pr:intensive	Token

C.13.1	<i>Pastikan</i> (make sure)	<i>Anda</i> (you)	<i>tidak seperti</i> (aren't like)	<i>baterai soak</i> (a low battery)	<i>seusai jam kantor</i> (after working hour)
	Pr:mental	Carrier	Pr:intensive	Attribute	Circ:time

3. Analyze the lexical relations to examine the selection or choice of wordings used in the advertisement texts which are related to representation of Indonesian women, to see how the copy-writers are constructing the social activity type in which they are involved.

For example, in T.22, the Indonesian woman in the text is represented with the choice of pronoun “*Saya*” (I), and social activity types related to domestic tasks.

Saya pun masih punya waktu untuk bisa main bersama anak saya, membantu membuat PR-nya, memasak makanan kesukaannya, dan jalan-jalan bersama (T.22, 5th sentence)

(I still have time to **play with my child, help her do her homework, cook her favorite food, and go out together**)

4. Analyze the experiential meaning realized in the visual text using the theories of reading images introduced by Kress and Van Leeuwen (1990). This stage is to reveal the visual representation of the women in the texts in relation with other participants displayed in the texts;

For example:

she is married. This is affirmed by the text referring her as *Ibu* (mother). The act of holding is the representation of protecting the baby.

- (4) A reactional process in which the baby as the Reacter reacts to his mother's act of holding him (phenomenon) in a form of an approval, shown by sleeping tight in his mother's shoulder.
5. Present the data of point 2 and 3 in the form of tables categorizing the types of process used in the clauses and represented in the images, in order to find out the process predominantly used in the texts in representing the women;
6. After analyzing the text in the description stage as that of point 2 and 3, the data were interpreted in order to reveal the relationship between the text and interaction. (This stage is to answer the question of how the texts encode experiential meanings as: who initiates, what kinds of actions/events, who respond to those actions, and how.);
7. The textual data of point 2 and 3, then, are used as a foundation for the process of explanation to reveal the relationship between the interaction and social context. Here the explanation is not only based on the textual data, but also related to other texts which are associated with the text under consideration, as well as theories concerning print advertisement and CDA;
8. Finally, draw conclusions and suggestions based on the results of the study.

