

CHAPTER III

RESEARCH METHODOLOGY

The section focuses on some aspects of research methodology of the present study. It covers research method, research procedures including data collection, data analysis and data presentation.

3.1 Research Method

Since the present study aims to reveal the hidden messages and meanings particularly women representation in the visual images and the ideology behind its representations, thus a qualitative descriptive is used as a method of analysis. The qualitative descriptive method is used because the present study focuses on analyzing the data collected in the form of visual image. Bogdan and Biklen (2003) state that in a qualitative research, the data collected is in the form of words or pictures rather than numbers. Thus, the qualitative method is appropriate to use because the present study does not aim to account the data by numbers rather the present study focuses on analyzing and interpreting the meaning of visual representations of detergent product packaging designs.

According to Williams (2007), a qualitative research aims to describe, explain and interpret the collected data. Meanwhile, Denzin and Lincoln (2005) mention that qualitative research involves a set of interpretive, natural setting attempting to make sense and to interpret phenomenon in terms of meaning of human's live. They also state that "The Qualitative implies an emphasis on the qualities of entities and on process and meanings that are not experimentally examined [...] in terms of quantity, amount, intensity or frequency". Hence, the qualitative research


is used, since the present study aims to describe the processes and phenomenon and to understand the meaning of visual representations of detergent product packaging designs. The qualitative descriptive method is also appropriate because the present study focuses on describing, interpreting and exploring the meaning of participants, processes and phenomenon within the visual images of detergent product packaging designs.

3.2 Research Procedures

There are some research procedures to conduct the present study. Those are data collection, data analysis and data presentation.

3.2.1 Data Collection

The data collections selected to be analyzed are detergent product packaging. The collected data chosen and taken is detergent product packaging of PT. Kao with the smallest size of 23 g. There are four selected packages of detergent product of PT. Kao with size of 23 g to be analyzed. The data are presented by the following table, below:

Visual Images	Brand Names
	<i>Attack Softener</i>

Visual Images	Brand Names
	<i>Attack Clean-Maximizer</i>
	<i>Attack Color</i>
	<i>Attack Easy</i>

Table 3.1 (The List of Data)

From the table 3.1, there are four selected packages of detergent product of PT. Kao which represent figure of woman as model illustrated in its visual design. Those are *Attack Softener*, *Attack Clean-Maximizer*, *Attack Color* and *Attack Easy*. The analysis focuses on its visual representations to answer the research problems; women representation and ideology behind its visual representations. There are some steps to obtain the data as follows:

1. To choose and to select the data on amount of detergent products focusing on its product packaging design which represents woman as model illustrated on its visualization

2. To select the data which is relevant to analyze and to collect the data that has been chosen and selected to be a compiled data

The literature study will be conducted by reading, learning and analyzing the data through books, internet, library research, and reading and learning other previous studies related to the topic of the present study to support the analysis.

3.2.2 Data Analysis

Based on Miles and Huberman (1992; cited in Bernatta, 2011), data analysis consists of a flow of three concurrent activities including data reduction, data display and conclusion drawing/verification. The three processes of activities are represented by the following figure, below:

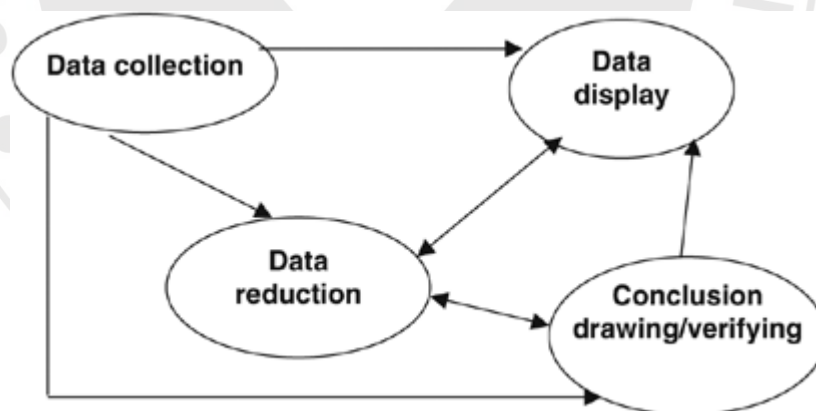


Figure 3.1 Stages of Analysis of Miles and Huberman (1994)
Adopted from: <http://www.palgrave-adapted>

In the process of data reduction, the data which appear in written-up field notes or transcription is to be selected, focused, simplified and transformed. Meanwhile, data display is conducted after the data is collected and organized into a compiled data. Data display permits drawing and actions including analyzing and interpreting the data to achieve the aims of the present study; women

representation and ideology behind its representations. Then, the conclusions would be drawn and verified.

Furthermore, the analysis of data is based on *Social Semiotics* theory on *Reading Images: the Grammar of Visual Design* proposed by Kress and van Leeuwen, in which the present study aims to interpret and to understand the meaning of visual representations which is constructed as social contexts and social interactions. Following the theory, the analysis focuses on representational meaning analysis regarding narrative structure analysis such as participants, actions processes, circumstances and phenomenon within the visual image and conceptual structure analysis such as symbolical and analytical processes that will be identified. Then, interactive meaning analysis focuses on analyzing contact, camera distance and camera angle. Those steps aim to reveal how women are represented in the visual image. Meanwhile, Barthes' signification order is used as a tool of analysis of data to reveal the hidden messages and ideology behind its representations by investigating denotative and connotative meanings. Barthes' signification order is represented by the following figure, below:

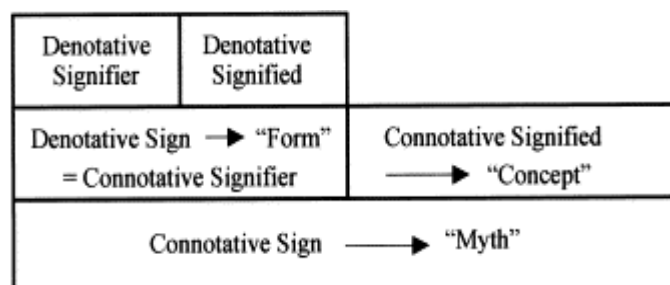


Figure 3.2 Barthes' Signification Order (1957)

Adopted from:


<http://www.sciencedirect.com/science/article/pii/S0160738300000633>

The figure 3.2 shows Barthes' signification order that is to reveal the hidden ideology behind visual representations of detergent product packaging designs. Following the theory, the first step to do is to investigate denotative sign which refers to literal meaning in the first order of signification. The next step to do is to investigate connotative sign which refers to cultural meaning in the second order of signification. Then, in the third order of signification, the hidden ideology will be revealed.

3.2.3 Data Presentation

To investigate women representation, there are some steps following the theory of *Reading Images* of Kress and van Leeuwen (2006). First, investigating and analyzing representational meaning regarding narrative structure (investigating women's actions and identifying processes of the actions) and conceptual structure (investigating symbolical processes and analytical processes). Second, analyzing interactive meaning by investigating contact, camera distance and camera angle. Those steps aim to reveal how women are represented. Data presentation is presented as follows:

Table 3.2 Example of Visual Illustration of *Attack Easy* Packaging Design

Visual Image	Visual Illustration
 <p><i>Attack Easy</i> Packaging</p>	<p>The woman is washing clothes. Behind the woman, the man is looking at the woman with the wide opened-eyes and opened-mouth. The man is holding a single-red rose. The color of the woman's clothes is salmon red (yellow-based red), while the color of the man's clothes is white. The setting place of the picture taken is in the grass yard. The packaging is dominated by the color of green.</p>

3.2.3.1 Representational Meaning Analysis

a. Narrative Structure


Narrative structure analysis aims to reveal how women are represented in the visual image based on the actions of the women and to be compared with other participants' actions. In this step, processes of doing are identified. The examples of narrative structure analysis are presented by the following examples [3.1 & 3.2], below:

The woman	Is washing	Clothes
Actor	Process: Material	Goal
The man	Is looking at	The woman
Behaver	Process: Behavioral	Range

b. Conceptual Structure

In conceptual structure analysis, the present study focuses on symbolical processes and analytical processes. Symbolical process is analyzed to reveal the meaning of participants in the visual image. Symbolical process refers to “what a participant means or is” (Kress & van Leeuwen, 2006: 105). There are two symbolical processes; symbolic attribute and symbolic suggestive. Symbolic attribute can be interpreted as analytical process, whereas symbolic suggestive cannot be (Kress & van Leeuwen, 2006: 105-106). The example of symbolical processes analysis is presented by table [3.3] as follows:

Table 3.3 Example of Symbolical Process

Symbolical Analysis	
	Carrier(s): the woman and the man Symbolic attribute(s): long and blowing hair of the woman, short hair of the man
<i>Attack Easy Packaging</i>	

The table 3.3 above shows that there are some symbolic attributes of the participants (woman and the man). Those symbolic attributes carry meaning of the participants (the woman and the man). Then, those symbolic attributes of the woman and the man can be interpreted and identified as analytical processes. The examples of analytical processes are presented as follows [3.3 & 3.4]:

Examples of Analytical Processes as follow [3.3 & 3.4]:

The woman	Has	Long and blowing hair
Carrier	Process: Attributive (Possessive)	Attribute
The man	Has	Short hair
Carrier	Process: Attributive (Possessive)	Attribute

3.2.3.2 Denotative and Connotative Meaning Analysis

Next, to reveal the ideology behind visual representations of detergent product packaging designs, the present study focuses on investigating denotative and connotative meanings by applying the framework of Barthes' signification order. The example of Barthes' framework is presented by the following table:

Table 3.4 Example of Barthes' Signification Order Analysis

A woman is washing clothes with expression of smile and she is gazing at the camera. The woman's hair is blown as if by the wind. Behind the woman, a man is looking at her with opened-mouth and he is holding a single-red rose (Denotative Signifier)	The man is charmed by the woman (Denotative Signified)
Clothes (Denotative Sign)	
Clothes (Connotative Signifier)	Attractive (Connotative Signified)
Femininity (Connotative Sign)	

The table 3.4 above demonstrates example of Barthes signification order to reveal hidden message and ideology behind visual representation of *Attack Easy* detergent product packaging design. The first order signification explains what is being represented in the visual image. It refers to literal meaning (denotative). Meanwhile, the second order signification explains how it is represented. It refers to cultural meaning (connotative). Then, the third order signification represents the ideology.