CHAPTER 3

RESEARCH METHODOLOGY

This chapter discusses aspects of the research methodology. It describes the design of the research. Semiotics analysis of verbal and visual representation was used to describe the meaning of the selected print advertisements in Cosmogirl Magazine, because the samples consist of verbal and visual texts. As noted earlier, this semiotics tool analysis obtains in depth understanding. Below are presented the procedures and techniques of analysis under the semiotics method.

3.1 Analysis: Semiotics Perspective of Verbal and Visual Representation

This investigation used descriptive method and largely qualitative in order to describe and interpret print advertisements. The method used in this research was descriptive method, because the writer intended to describe about the reasons behind the advertisements. The aim of descriptive research is to describe and interpret what it is. Best (1978: 116) described a descriptive study as an investigation which is concerned with conditions or relationship that exist, opinion that are held, processes that are going on, effects that are evident, or trends that are developing.

Furthermore, this study employed qualitative approach in analyzing the data with the reasons that the study emphasized the data collection which is in the form of words and pictures rather than number. According to Fraenkle (1993) that qualitative approach is used to investigate quality of relationship of activities,

situation or materials, then the main reason of choosing this method was that this study was conducted to describe the phenomena or condition which consisted of the representation of young women specifically who read Cosmogirl Magazine.

As it is stated before in Chapter I, the study employed the framework of Semiotics in analyzing the texts. The systemic functional linguistics was applied as the tool of analysis to analyze the verbal texts, and theories of reading images were applied to analyze the visual texts.

At the level of verbal text analysis, the focus is on the linguistic features of the texts. This study focused only on the analysis of interactive meaning in the images: Mood, Subjectivity, Social Distance and Modality. The use of Mood analysis here refers to a tool in systemic functional grammar to describe the overall structure of the clause to describe how the clauses in a text realize interpersonal meaning (Halliday and Matthiessen, 2004; Eggins, 2004). Moreover, by analysing the modality in the text, the analyst could explain how the speaker's (or copy-writer's) judgment on the truth or 'credibility' of the representation(s) contained in a clause (Halliday and Matthiessen, 2004). These types of analysis are considered suitable to answer the research questions stated before.

At the level of visual text analysis, on the other hand, the focus is on the images which depict the Indonesian young women in the advertisement texts. The analysis was relied on the work of Kress and van Leeuwen (1990) which allows precise decription and interpretation of visual data. Furthermore, the study focused merely on the aspects of social interaction which are inherent get implicit in the advertisements, especially to reveal the representation of visual texts from

the images of those print advertisements. In revealing representations depicted in the text, the images are to be analyzed using the visual system of modality. The data found from the linguistic and visual mood analysis of the text (description) served as the foundation for the interpretation and social analysis (explanation).

3.2 Data Source

The study investigated the advertisements in Cosmogirl Magazine published in Indonesia edition from July 2007 until June 2008. Five advertisements were purposively selected as samples of the investigation. There were some reasons in the selection of the samples.

a. Women take brands seriously. They pay attention to details, especially in choosing toiletries products; they are usually loyal to its products and buy it periodically.

b. Cosmogirl Indonesia edition is published every month. It is one of the most popular magazines in Indonesia whose target readers are young women who are 16-20 years old. Cosmogirl is one of popular women magazines international, and since early years it was published in Indonesian as franchising magazine.

c. The selected advertisements are those that are published in Cosmogirl Magazine. The selected advertisements are those that use images of young women.

d. The selected products are the most satisfaction brand based on Indonesian Customer Satisfaction Index year 2007 that surveyed to 10.500 respondents in 6 big cities in Indonesia (*SWA Magazine*, September 2007).

3.3 Sampling

This study implemented purposive sampling. Five advertisements were purposively selected as subjects of the investigation. Those advertisements were selected because of relatively representative for the problems and the objectives of this study.

Cosmogirl is one of popular magazines in Indonesia whose target readers are young women who are 16-20 years old. Cosmogirl is one of international magazine which has edition in Indonesian. The selected advertisements are those that use images of young women. Because the number of the advertisements is too many, it is impossible to analyze all advertisements and advertisement representation of the product, especially in the magazine, which are usually repeated on the same image for some edition. Those repetitions are related to creating the strong psychology effects for the readers, thus the consumers will always remember about the product that is advertised on their minds. It is also happened in the advertisements of Cosmogirl Magazine that do repetition for the same image on the next edition.

3.4 Stages of Research

In conducting this research, the researcher followed some stages below.

a. Preparing investigation. The writer conducted a library research and surfed internet for related references.

b. Collecting the data. The writer covered print advertisements published in Cosmogirl Magazine from July 2007 until June 2008.

c. Analyzing the data. The writer analyzed, interpreted and explained the data in terms of the process of signification based on the semiotic analysis. The advertisements consist of the texts (verbal representation) and images (visual representation). *Hallidayan modality* is used to analyze verbal texts and *Reading Images* by Kress and van Leeuwen (1990) was used to analyze visual texts. Furthermore, the study is focused merely on the aspects of social interaction which are inherent get implicit in the advertisements, especially to reveal the representation of visual texts from the images of those print advertisements.

d. Drawing conclusion and suggestions. The conclusion was obtained from the data findings and discussions, while the suggestion is delivered for the interest of further studies.

3.5 Technique of Data Collection

The following techniques were employed to obtain the data.

a. Selecting the advertisements of women products as the *primary data* tend to appear recurrently in the pages of such general-interest magazines for

women. There are 5 advertisements of the five brands selected from Cosmogirl Magazine. They comprised the advertisements of women toiletries which are an advertisement of body foam, an advertisement of hand and body lotion, an advertisement of facial foam and moisturizer, an advertisement of hair shampoo and an advertisement of pads. The brands are selected based on survey result of Indonesian Customer Satisfaction (ICSA) Index in year 2007. The survey was conducted to 10.500 respondents in 6 big cities in Indonesia with 92 products categories. Furthermore, the selected print advertisements are those best satisfied brands which are published in Cosmogirl magazine for several editions. The brand and label caption of the selected advertisements are presented in Table 3.1.

Table 3.1 Description of Five Advertisements

Brand	Taglines/ Slogans
Biore Body Foam	*Temukan kelembutan Biore baru yang begitu memanjakan membalut segenap inderamu.*
Citra Bengkoang White Lotion	*Seharusnya tetap cantik terawat meskipun jarang terlihat.*
Pond's Lightening Moisturizer	*Dengan Pond's, putih dan bersih itu mudah. "Kulit yang dirawat dengan moisturizer terasa lembut dan terlihat cantik, sehat terawat."*
Clear Shampoo	*Tak ada lagi ketombe.*
Laurier Super Slimguard Pads	*Tipis banget. Ga nyeplak, ga bocor.*

b. Library research

The relevant theories and some result of previous researches related to this study are consulted.

3.6 Data Analysis

According to Miles and Huberman (1984, cited in Sugiyono 2006: 276), data analysis consists of three concurrent flows of activities: data reduction, data display, and conclusion drawing/ verification. They represent three processes above in the figure below:
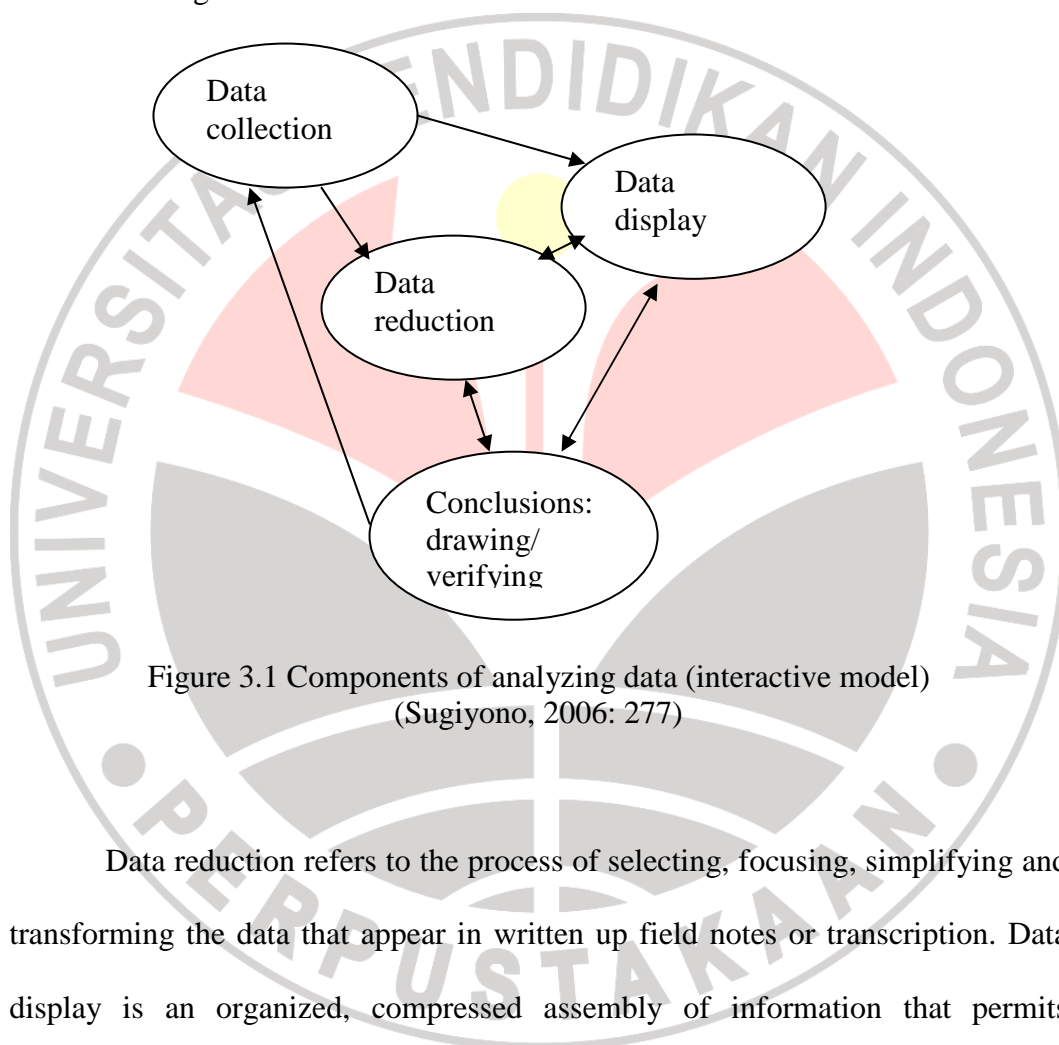

Figure 3.1 Components of analyzing data (interactive model)
(Sugiyono, 2006: 277)

Data reduction refers to the process of selecting, focusing, simplifying and transforming the data that appear in written up field notes or transcription. Data display is an organized, compressed assembly of information that permits conclusion drawing and action. Conclusions drawing/ verification may not appear until the data collection is over, depending on the size of the corpus of field notes: the coding, storage and retrieval methods used; the sophistication of the researcher and the demands of the funding agency; but they often have been prefigured from

the beginning, even when the researcher claims to have been proceeding "inductively".

Furthermore, a qualitative analysis is carried out to identify main themes and dominant models of young women, while semiotic tools analysis are used to explore advertising codes and reinterpret their implicit latent meanings. Considering that language features and image are inseparable parts of the advertisement after the data will is interpreted by using the semiotics analysis in order to reveal the women characteristics, the data also will be analyzed by using textual analysis for showing the language pattern. It is expected that the discussion of this study may help the readers comprehend what is exactly going on towards print advertisement in Cosmogirl Magazine when they are delivering their message. The data is analyzed by using Hallidayan mood analytical framework to figure out the interpersonal meaning of the print advertisements in Cosmogirl Magazine through their texts for giving representation of the image. Modality is coded according to particular 'orientations' appropriate to different conventional domains of representation. *Modality* also can be defined as the represented 'realism' of an image, given the sensory coding orientation.

This chapter has explained about selected print advertisements of *Cosmogirl Magazine* as the data source, and then the research procedures taken based on images and texts in five advertisements. The framework of data analysis in the research procedure is used to get the findings that will be discussed in the following chapter (Findings and Discussion).