

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses some aspects of research methodology. It consists of formulation of the problems, method of the research, data collection, stages of the research, data analysis, and data presentation.

3.1 Formulation of the Problems

Two research questions are formulated in order to give a focus to the whole research activity. In this chapter, the research questions are restated as follow:

1. What verbal differences are found in *Seventeen* magazines advertisements published in USA and Indonesia?
2. What visual differences are found in *Seventeen* magazines advertisements published in USA and Indonesia?
3. What meanings can be derived from those differences?

3.2 Method of the Research

The method in this research is a descriptive method, since the research aims at investigating the verbal and visual differences of advertisements and also the meanings of those differences in *Seventeen* magazines USA and Indonesia. A descriptive method is to describe by giving the interpretation of text analysis of print advertisement texts featuring verbal language and visual images.

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Furthermore, since the research emphasizes on words rather than numbers or counting features, thus the research employs qualitative approach in analyzing the data. Qualitative method can be used as a method to reveal and understand something which is hard to describe by quantitative method. Therefore, qualitative approach is applicable to describe the verbal and visual texts that are used to influence the readers.

3.3 Stages of Research

In conducting the research, the writer followed some stages below,

- a. Collecting the data. The research covered print advertisements which were published in *Seventeen* magazines.
- b. Analyzing the data. The research analyzed, interpreted, and explained the data in terms of the process of signification based on the visual texts analysis and verbal texts analysis. *Hallidayan System of Mood* is used to analyze verbal texts and *Reading Images: Grammar of Visual Design* by Kress and Van Leeuwen is used to analyze visual texts.
- c. Drawing conclusion and suggestions. The conclusion was obtained from the data findings and discussion, while the suggestion is delivered for the further studies.

3.4 Data Collection

Advertisements in *Seventeen* magazines were selected as the subject of the research. The data from *Seventeen* magazine USA were released on May 2002, while the data from *Seventeen* magazine Indonesia were released on December 2002. Six advertisements are chosen as the data of the research. In addition, the research uses *Seventeen* magazines because *Seventeen* magazines have a lot of advertisements inside. For verbal texts in *Seventeen* magazine that are published in Indonesia, the writer translated from Bahasa Indonesia to English version in order to analyze the mood types appropriately. The clauses and images of advertisements were presented in table 3.1 and 3.2.

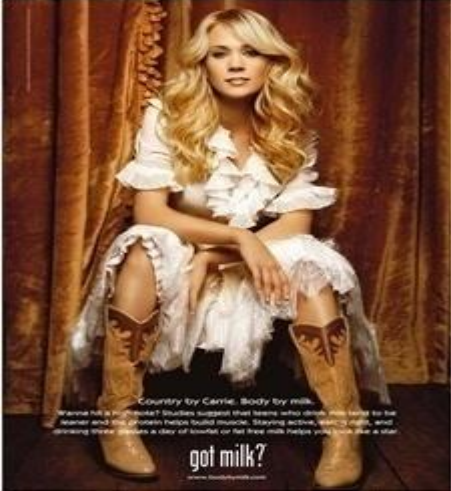

Table 3.1. Advertisements in *Seventeen* Magazine USA

Images (Visual)	Clauses (Verbal)
Ad 1 BODY MILK	Wanna hit a high note? Studies suggest that teen who drink milk tend to be learner and the protein helps build muscle. Staying active, eating right, and drinking three glasses a day of lowfat or fat free milk helps you look like a star. Got milk?

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 <p>Country by Carrie. Body by milk. Fat-free full cream milk's protein supports that healthy active lifestyle. It's the leaner and the protein helps build muscle. Staying active, eating right, and drinking three glasses a day of lowfat or fat free milk helps you look like a star. got milk? www.gotmilk.com</p>	
<p>Ad 2</p> <p>CLEAN MAKEUP</p>  <p>COVERCURI take off that mask! and let your skin breathe with clean makeup. clean up your skin and you get a fresh healthy glow. Pressed powder based liquid makeup won't clog pores and it's loaded with natural, good-for-your-skin ingredients to help keep skin beautiful and breathin' easy.</p>	<p>Take off the mask!</p> <p>And let your skin breathe with clean makeup. Cleans let your skin breath and you get a fresh, healthy look. Pressed powder and water based liquid make up won't clog pores and it's loaded with natural, good-for-your-skin ingredients to help keep skin beautiful and breathin' easy.</p>
<p>Ad 3</p> <p>ST. IVES HEALTHY BRILLIANCE</p>	<p>Glow younger every day.</p> <p>Go with the glow that naturally fights the signs of aging with an age-defying complex of green tea and anti-oxidants, healthy brilliance goes beyond just a sun-touched glow to reveal</p>

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 <p>glow younger every day</p> <p>Use with the glow that naturally lights the signs of aging.</p> <p>moisturizing Healthy Brilliance Cream & Cream SPF 15 or age-defying complete all-glass skin and ultra-moisturizing Healthy Brilliance cream. Guaranteed in just 7 days or your next glow is on us. To find out more go to www.healthybrilliance.com</p> <p>St. Ives Healthy. Naturally. Beautiful.</p>	<p>younger, healthier-looking skin.</p> <p>Get glowing. Feel gorgeous with younger looking skin. Guaranteed in just 7 days or your next glow is on us. To find out more go to www.healthybrilliance.com.</p>
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Table 3.2 Advertisements from *Seventeen* Magazine Indonesia

Images (Visual)	Clauses (Verbal)
<p>Ad 1</p> <p>DOVE FACIAL FOAM</p>	<p>Duniadiciptakan dalam 7 hari. Dan Dove menciptakan dunia baruku dalam 7 hari.</p> <p>Dalam 7 hari Dove menjadikan kulitku lebih halus dan lembut. Kini kunikmati dunia baruku yang sarat akan keindahan dan kelembutan. Dove $\frac{1}{4}$-nya moisturising cream, membersihkan dan melembabkan.</p> <p>ENGLISH TRANSLATED VERSION :</p>

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 <p>Dunia diciptakan dalam 7 hari...</p> <p>...dan Dove menciptakan dunia baru dalam 7 hari...</p> <p>Dalam 7 hari Dove menjadikan kulitmu lebih halus dan lembut. Kini kamu akan merasa nyaman yang sangat menyenangkan dan berkesan. Dove LIP and moisturizing cream, memberikan kulit terhidrasi.</p>	<p>World is created in 7 days. And Dove creates my new world in 7 days. In 7 days, Dove makes my skin smoother and softer. Now, I enjoy my new world that is filled by beauty and tenderness. Its moisturizing cream can clean and moist my skin.</p>
<p>Ad 2</p> <p>NIVEA LIP CARE</p>  <p>BERRY BERRY NICE!</p> <p>NIVEA Lip Care</p>	<p>Berry Berry Nice!</p> <p>Bener lho, Nivea Lip Care Strawberry dengan vitamin E & kandungan alaminya menjaga kelembaban bibirku. Rasa segar strawberry-nya juga ngga ngebosenin. Sekarang bibirku tampil sehat & lembut sepanjang hari.</p> <p>Tiada hari tanpa senyum.</p> <p>ENGLISH TRANSLATED VERSION :</p> <p>Berry berry nice!</p> <p>It's true, Nivea Lip Care Strawberry with vitamin E and its natural ingredient keep my lips moisture. Its sensation of fresh</p>

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	<p>strawberry will not bored you. Now, my lips look healthy and smooth all day.</p> <p>There is a day without a smile.</p>
<p>Ad 3</p> <p>POND'S WHITE BEAUTY</p> 	<p>Wow!</p> <p>Sekarang dia jadi suka gemes, senang banget ngelus & nyium kulitku yang makin putih & halus.</p> <p>Pond's White Beauty Skin Lightening Lotion & Cream kini hadir dengan formula yang telah disempurnakan. Double Sunscreen-nya melindungi kulit dari sinar matahari, Vitamin B3-nya dapat bekerja efektif memudakan warna kulit lebih bercahaya dari dalam, sekaligus menjadikan permukaan kulit lebih halus.</p> <p>Dalam waktu 6 minggu dapat anda lihat perubahan yang mengagumkan pada wajah anda, menjadil ebih putih dan lebih halus.</p> <p>ENGLISH TRANSLATED VERSION :</p> <p>Wow!</p> <p>Now, he likes touching and kissing my skin which is brighter and smoother. Now, Pond's White Beauty Skin Lightening Lotion and Cream appears with perfected</p>

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	<p>formula. Double sunscreen protects skin from UV, vitamin B3 is effectively able to make skin lighter from the inside, and make the skin smoother. In six days, you can see the amazing changes on your face, become brighter and smoother.</p>
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3.5 Data Analysis

As stated in Chapter I, the research employed the frameworks of *Grammar of Visual Design* and *System of Mood* for analyzing the verbal and visual texts. At the level of visual text analysis, the focus is on the images which depict the models in *Seventeen* magazines. The analysis relies on Kress and Van Leeuwen's works to describe and to interpret the visual data. In revealing the relation between the represented participants and the readers in the magazines, the data can be analyzed through the designing the position of the viewer, included the *gaze* and the *angle*.

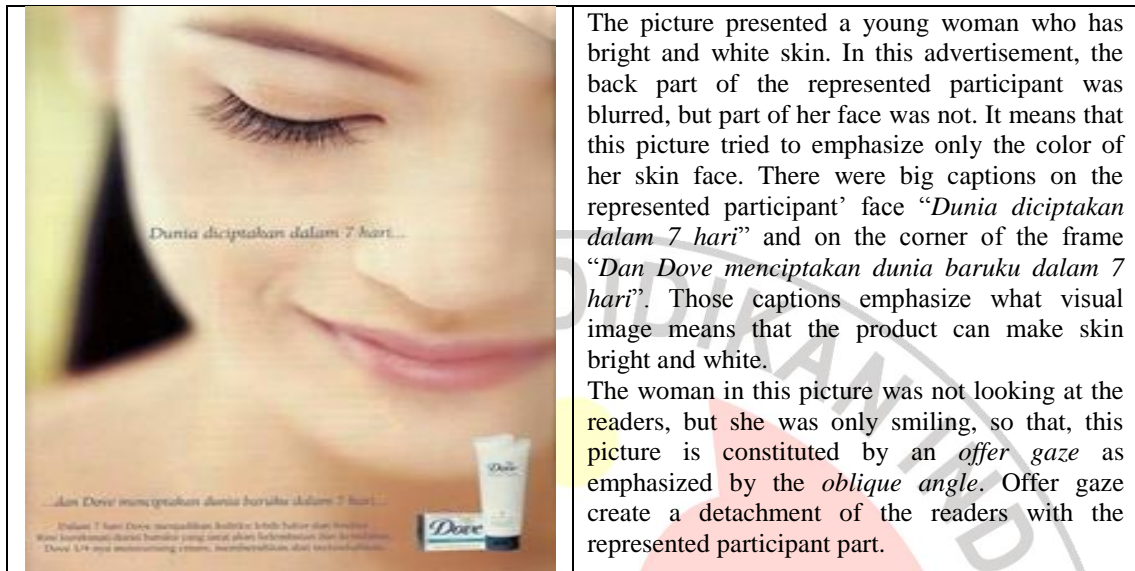
Table 3.3 Example of Visual Analysis

VISUAL IMAGE	ANALYSIS
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The picture presented a young woman who has bright and white skin. In this advertisement, the back part of the represented participant was blurred, but part of her face was not. It means that this picture tried to emphasize only the color of her skin face. There were big captions on the represented participant' face “*Dunia diciptakan dalam 7 hari*” and on the corner of the frame “*Dan Dove menciptakan dunia baruku dalam 7 hari*”. Those captions emphasize what visual image means that the product can make skin bright and white.

The woman in this picture was not looking at the readers, but she was only smiling, so that, this picture is constituted by an *offer gaze* as emphasized by the *oblique angle*. Offer gaze create a detachment of the readers with the represented participant part.

At the level of verbal texts analysis, the focus is on the linguistics features of the texts. The use of mood analysis here refers to a tool in systemic functional grammar to describe how the clauses in a text realize interpersonal meaning. Analysis on verbal texts is aimed at finding speech function and what types of mood are mostly employed in the advertisements to attract the readers.

In analyzing verbal text in *Seventeen* magazine Indonesia, the writer translated the verbal text from Bahasa Indonesia to English version in order to find the type of mood appropriately. This is a part verbal text in Dove Facial Foam advertisement that is published in *Seventeen* magazine Indonesia.

The following is the sample of verbal analysis:

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1. (*dan Dove menciptakan dunia baruku dalam 7 hari*)

and Dove creates my new world in 7 days

Subject	Finite	Predicator	Complement	Circumstantial Adjunct
MOOD		RESIDUE		

3.6 Data Presentation

The analyzed data are presented in the table 3.4 such as the example:

Table 3.4 Example of Mood Types in *Seventeen* Indonesia Advertisements

<i>Seventeen</i> Magazine Indonesia	Indicative Mood (per clause)			Imperative Mood (per clause)	Total Clauses (per category of advertisement texts)
	Types of Mood	Interrogative Mood			
Brand of Advertisements		Declarative Mood	Polar (Yes/No Questions)	Wh- Questions	
Dove Facial Foam	5	-	-	-	5
Nivea Lip Care	4	-	-	-	4
Pond's White Beauty	4	-	-	-	4
TOTAL	13	-	-	-	13

The data presentation is conducted to know what mood types that appear in the data. After finding the types of mood, the research interprets the textual evidences to get the interpersonal meanings.

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