

CHAPTER III

RESEARCH METHOD

This chapter presents an explanation of the methodology of the study. It covers five sub-sections of analysis namely: research method, research procedure, data collection, object of investigation, and data analysis.

3.1 Research Method

The research method used is qualitative descriptive method. Qualitative research is based on subjective, interpretive and contextual data; whereas quantitative research attempts to control and/or exclude those elements (Auerbach and Silverstein, 2003, Glaser and Strauss, 1967, Maxwell, 1992, Strauss and Corbin, 1998, cited in Thomson, 2011, p. 2). Furthermore, the research can be maintained to useful explanation of the related phenomenon that is about the masculinity of man in *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild* cigarette advertisements.

In the semiotics analysis, this study employs Barthes' *orders of signification* namely denotation and connotation. These two terms are used in analyzing the visual elements of the advertisement, which is wardrobe and background. Moreover, semiotics analysis is then construed by involving it to the sources taken from the observation of interpretation to investigate how the cigarette advertisements of *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild* represent masculinity of man through the color selection.

Muhammad Giffa Giffari Akbar, 2012

Color Of Masculinity

: Representation Of Man In Cigarette Advertisements

Universitas Pendidikan Indonesia | repository.upi.edu

3.2 Research Procedures

This research was conducted by applying the following procedures. Firstly, the research is prepared by an early and brief investigation on advertisements to decide what social issue represented by each of them. As a result, it was found there is one representation of the social issue to be discussed in this paper, figure of man in cigarette advertisements. Secondly, to collect the primary data for the analysis by downloading the pictures and photos of the six related advertisements from the websites those provide various kinds of downloadable picture advertisements. Thirdly, to analyze and interpret the data in term of visual elements (wardrobe and setting) in respective cigarette advertisements based on the semiotic analysis by analyzing the denotative and connotative meaning. Fourthly, to draw the final conclusion that was obtained from the result and findings of the study.

3.3 Data Collection

This data collection consists of two sections: first, it is object of investigation and the second is data presentation of selected images which are collected from the six advertisements. The following section will elaborate more details about these six advertisements.

3.4 Object of Investigation

There are six cigarette advertisements being analyzed in this study namely *Surya 16*, *Marlboro*, *Gudang Garam*, *A Mild*, *X Mild*, and *Star Mild*. These cigarette advertisements are in the form of pictures in JPG format and will be respectively explained in the following section.

To begin, *Surya 16* is the most successful brand of premium filter cigarette of *Gudang Garam* in its class. “Citra Eksklusif” *Surya 16* is real image from a quality of excellent basic material, high level competence in blending, prestige and enjoyment in smoking. The number of 16 refers to numbers of cigarettes in one package.

Next, *Marlboro* is a brand of cigarette made by *Altria* which is famous for its flavor, billboard advertisements and magazine ads of the *Marlboro Man*. In 2001, it was the most popular cigarette brand in the U.S. The brand was sold until World War II when the brand was faltered and was temporarily removed from the market. The brand was named after *Great Marlborough Street* where the location of its original London factory. Currently, the largest location of *Marlboro* cigarette manufacturing plant is now located in Richmond, Virginia (US).

Meanwhile, the most popular cigarette brand in Indonesia is *Gudang Garam* which is considered as the superiority evidence of cigarette. The power and establishment of taste and scent are processed by the experts with selected basic material mixed by the character of *Gudang Garam International* called *Pria*

Muhammad Giffa Giffari Akbar, 2012

Color Of Masculinity

: Representation Of Man In Cigarette Advertisements

Universitas Pendidikan Indonesia | repository.upi.edu

Punya Selera. Similar to the idea in the production, this cigarette is offered to truly man who has strong character, modern, and understand about the essential of truly smoking enjoyment.

Last, *A Mild* existed since 1989 which was produced by *PT. Sampoerna Tbk. (HMS)* with bringing new product of filter and low nicotine and tar. *A Mild* became popular in Indonesia since claims as the only one filter cigarette in the country with different taste. The innovation of *PT. Sampoerna* became trend setter of new taste of cigarette and inspired *PT. Bentoel Prima* to produced the lower nicotine and tar cigarette namely *Star Mild* in 1997. When Indonesia faced financial crisis in the same year, *PT. Bentoel Prima* produced new brand namely *X Mild* to compete with other rivals such as *PT. Sampoerna*, *PT. Djarum*, and *PT. Nojorono Tobacco Indonesia*. Their purpose of this different brand of cigarette production was just to make the consumer, especially man, enjoy his masculinity when he smokes the cigarette.

However, both in sales purposes and advertisement, the cigarette companies try to persuade consumer in buying their product by showing the prestige of the masculinity aspects both in color or appearance of model in the advertisements.

3.5 Data Analysis

Data analysis is divided into three parts: (1) data reduction, (2) data display, and (3) conclusion drawing. Data reduction refers to the process of

Muhammad Giffa Giffari Akbar, 2012

Color Of Masculinity

: Representation Of Man In Cigarette Advertisements

Universitas Pendidikan Indonesia | repository.upi.edu

selecting, focusing, shortening, and converting the data. Data display is an organized, compressed assembly of information that permits conclusion drawing and action. Conclusions drawing appear depends on the size of the coding, storage, and retrieval methods (Miles and Hubberman, 1984, in Sugiyono, 2006, p. 276).

In addition, the analysis was conducted to discover the representation of masculinity of man in cigarette advertisements through color selection, while the semiotic analysis tool was used to interpret advertisements based on the framework. The data was dismantled into table in order to see the elements that can be revealed by using color connotation based on the color theory. This aims to give description of the color connotation that can represent the masculinity of man in six advertisements. Finally, the session of this study is expected to help the reader understand about the cigarette advertisement in this study based on the appearance of masculinity of man and its color selection.



Muhammad Giffa Giffari Akbar, 2012

Color Of Masculinity

: Representation Of Man In Cigarette Advertisements

Universitas Pendidikan Indonesia | repository.upi.edu