

## CHAPTER 3

### RESEARCH METHOD

This chapter provides the methodological aspects of the research. It covers research questions, the research subject and content, research procedure, data collection, data analysis, and data presentation.

#### 3.1 Research Questions

The research is geared toward answering the following question:

1. “How do *A Mild* television advertisements with the theme of ‘*Go Ahead*’ (*Bubble*’ and “*Untuk Diri*” versions) represent the spirit of youth?”
2. “Which spirit of youth is represented more salient than others in the advertisement?”

#### 3.2 The Research Subject and Content

The data are in the form of two videos of *A Mild* television advertisements. The first advertisement is *Go Ahead (Bubble)* version (duration: 61 seconds). The second advertisement is *Go Ahead (Untuk Diri)* (duration: 62 seconds). All of the advertisements are in the form of flv format which involve audio and visualization. The data are collected by downloading the advertisement from <http://www.youtube.com>.

### **3.3 Research Procedure**

This research uses a qualitative descriptive method because the research describes the phenomena in the form of scenes of *A Mild* advertisement, framed in semiotic theory, specifically Barthes' *orders of signification*. This study focuses on first order signification (denotation) and second order signification (connotation) of visual elements (actor, setting, properties, frame size, camera angle, color saturation and video editing) of advertisement.

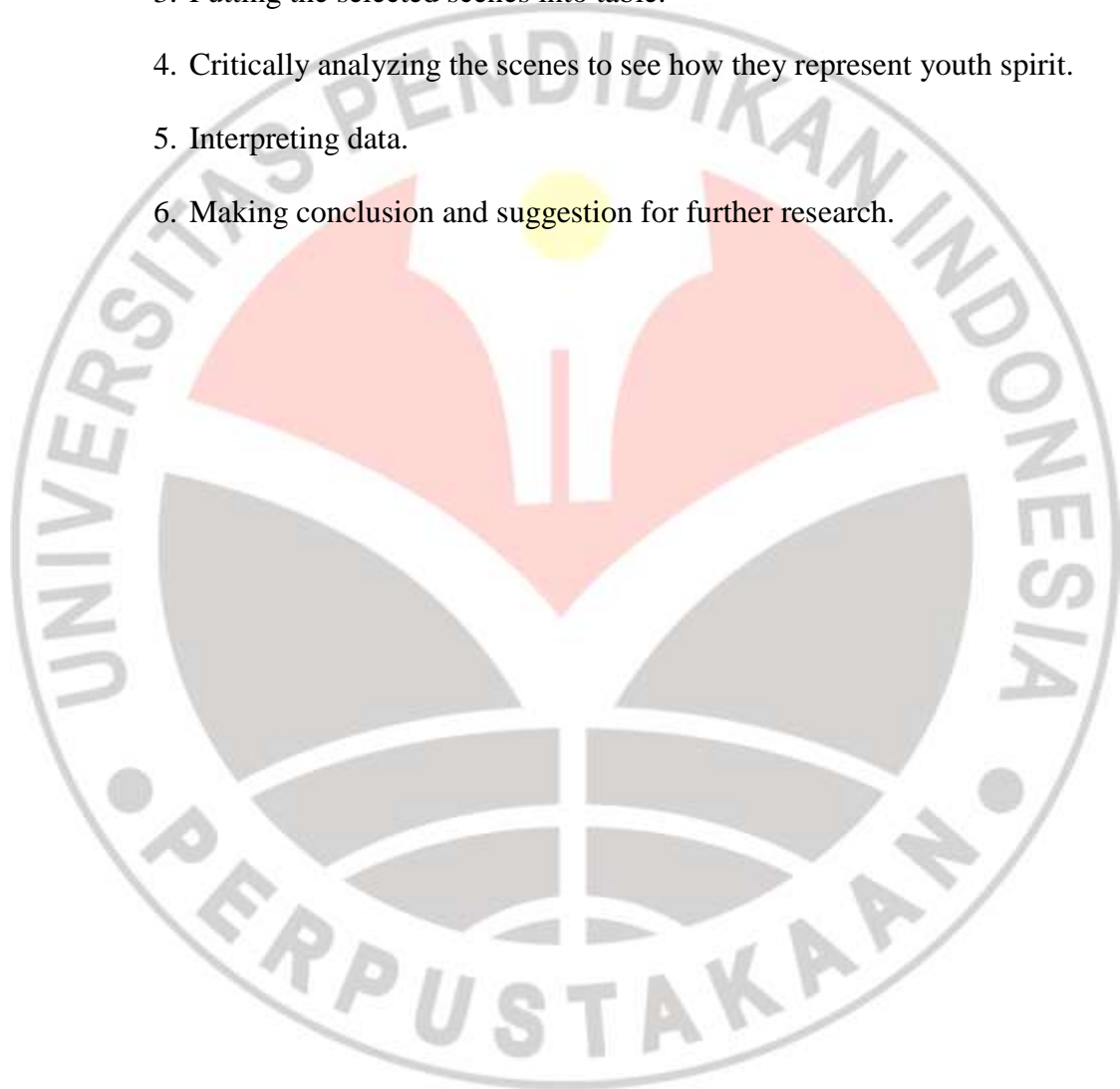
### **3.4 Data Collection**

The primary data for the research were collected by downloading the video (in the form of flv's format) of the two related advertisements from <http://www.youtube.com>. The data are selected purposively and only the scenes that are considered to represent youth spirit (being active, being vigor, being enthusiastic, and being hopeful) have been selected as the data for the research.

### **3.5 Data Analysis**

The collected data are transformed into scenes. The scenes are categorized and critically analyzed to see if they represent the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful). Each scene is analyzed using Barthes order of signification. In conducting the research, the following steps have been taken.


1. Selecting the advertisement.
2. Watching the two advertisements carefully to get thorough understanding about the spirit of youth inside the scenes.
3. Putting the selected scenes into table.
4. Critically analyzing the scenes to see how they represent youth spirit.
5. Interpreting data.
6. Making conclusion and suggestion for further research.

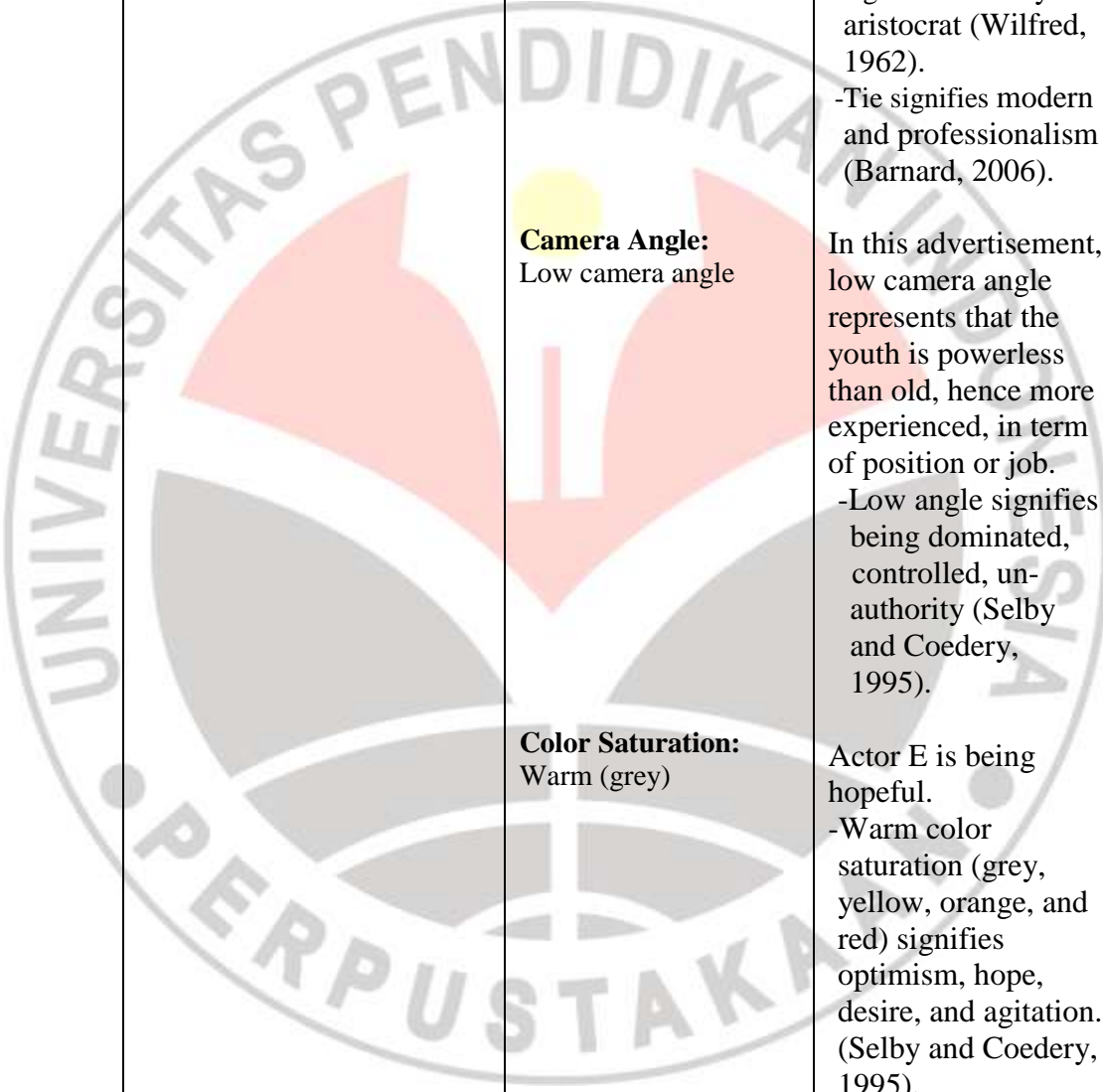




### 3.6 Data Presentation

The analyzed data are presented in tables such as the following:

Selected scenes in *A Mild* television advertisement with the theme of *Go Ahead "Bubble"* version

Scene	Visual	First Order Signification	Second Order Signification
33		<p>Actor E is walking happily on the sidewalk with the smaller bubble above him and anyone else walks with the bigger bubble above them.</p> <p><b>Physical appearance:</b> Black hair, and tight skin</p> <p><b>Fashion:</b> - Grey collar shirt - Black-red tie</p>	<p>Bubble in this advertisement signifies the problem in people's mind. The smaller bubble signifies that the person has "small" problem in mind. Since the actor E has the smaller bubble, actor E has shows that he has a small problem in his mind. While the bigger bubble signifies a bigger problem in people's mind that makes them walk with misery.</p> <p>He is a young person.</p> <p>Actor E's fashion signifies that he is a young person who is independent, stable, serious, critical, friendly, modern, professional, and elegant. Grey color signifies independence, stability, seriousness</p>


		<p><b>Camera Angle:</b> Low camera angle</p> <p><b>Color Saturation:</b> Warm (grey)</p>	<p>and being critical (Wilfred, 1962). - Shirt signifies a formal (Barnard, 2006). - Black-red color signifies friendly and aristocrat (Wilfred, 1962). -Tie signifies modern and professionalism (Barnard, 2006).</p> <p>In this advertisement, low camera angle represents that the youth is powerless than old, hence more experienced, in term of position or job. -Low angle signifies being dominated, controlled, un-authority (Selby and Coedery, 1995).</p> <p>Actor E is being hopeful. -Warm color saturation (grey, yellow, orange, and red) signifies optimism, hope, desire, and agitation. (Selby and Coedery, 1995).</p>
37		<p>Actor E is entering the minimalist designed room and he is joining his friends, in this scene the bubble above him disappears.</p>	<p>He forgets his problem when he is enjoying time with his friends.</p>


		<p><b>Camera Angle:</b> Low camera angle</p> <p><b>Color Saturation:</b> Warm (grey)</p>	<p>In this advertisement, low camera angle represents that the youth is powerless than old, hence more experienced, in term of position or job.</p> <p>-Low angle signifies being dominated, controlled, un-authority (Selby and Coedery, 1995).</p> <p>Actor E is being hopeful.</p> <p>-Warm color saturation (grey, yellow, orange, and red) signifies optimism, hope, desire, and agitation. (Selby and Coedery, 1995).</p>
40		<p>All actors and actress are singing together happily.</p> <p><b>Camera Angle:</b> Low camera angle</p>	<p>They are the joyful youth.</p> <p>In this advertisement, low camera angle represents that the youth is powerless than old, hence more experienced, in term of position or job.</p> <p>-Low angle signifies being dominated, controlled, un-authority (Selby and Coedery, 1995)</p>



		<p><b>Color Saturation:</b> Warm (yellow, orange, grey)</p>	<p>They are being hopeful. -Warm color saturation (grey, yellow, orange, and red) signifies optimism, hope, desire, and agitation. (Selby and Coedery, 1995).</p>
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**Selected scenes in *A Mild* television advertisement with the theme of *Go Ahead "Untuk Diri"* version**

Scene	Visual	First Order Signification	Second Order Signification
17		<p>The actress 1 is paragliding in the sky with the rice field below her.</p> <p><b>Physical appearance and facial expression:</b> Screaming and tight skin.</p> <p><b>Fashion:</b> - Purple jacket</p> <p><b>Camera Angle:</b> High angle</p>	<p>The actress likes challenges. She wants to conquer her fear.</p> <p>She is in high spirits when she is conquering her fears.</p> <p>Purple color signifies, royalty, feminine, expressive, young, sensitive, hope, spiritual obsession, and richness (Wilfred, 1962).</p> <p>High angle represents that the youth have powerful spirit. -High angle signifies domination, power, and authority (Selby</p>

		<p><b>Color Saturation:</b> Warm (grey)</p>	<p>and Coedery, 1995).</p> <p>She is being hopeful. -Warm color saturation (grey, yellow, orange, and red) signifies optimism, hope, desire, and agitation. (Selby and Coedery, 1995).</p>
45		<p>The actors and actress in this scene, standing on the reef and they are facing to the sea.</p> <p><b>Camera Angle:</b> High angle</p> <p><b>Color Saturation:</b> Warm (grey)</p>	<p>They are adventurers who want to climb down to the sea.</p> <p>High angle represents that the youth have powerful spirit. -High angle signifies domination, power, and authority (Selby and Coedery, 1995).</p> <p>They are being hopeful. -Warm color saturation (grey, yellow, orange, and red) signifies optimism, hope, desire, and agitation. (Selby and Coedery, 1995).</p>