CHAPTER III
RESEARCH METHODOLOGY

3.1. Method of Data Collection

In this research, the writer used qualitative research. This research used library and internet research. Book and Internet have roles as reliable resources. The writer collected the supporting resources from the internet and then books. The writer used visual data. They are videos of perfume advertisement from western: Guilty, Chloe, Huge BOSS, Calvin Klain, AXE, REXONA, Flower Kenzo, and D&G. However, after watch the commercial, the writer chooses AXE, REXONA, Flower Kenzo, and D&G as the primary visual data. These advertisements show about gender stereotypes, like explained by Lerner where sex sells women are picture using clothes that are loose or have a certain parts open. In a website, Psychology of Men (http://www.psychologyofmen.org/male-gender-role/, 2016) and Women and Gender, http://www.wgac.colostate.edu/men-and-masculinities, 2016), inform that the action of men and women also show a different gender stereotyped, for example men tend to like to do extreme things, like jumping from buildings and women tend to act motherly and seductive, like cooking for their boyfriend with a sexy dress on.

The videos were taken from Youtube. Here are the details of primary data:

1. Perfume advertisement : AXE
   Title : Axe “Angel Girlfriend”
   (Duration: 01:01)
2. **Funny Axe Commercial - Even The Angel Fall**  
(Duration: 01:30)  
Year : 2011  
2. Perfume advertisement : Rexona  
Title : **Rexona Men Commercial Cool Chaotic World**  
(Duration: 01:00)  
3. Perfume advertisement : Flower Kenzo  
Title : **FLOWER BY KENZO L’ELIXIR - The Power Of A Flower – The New Film** (Duration: 00:32)  
Year : 2013  
4. Perfume advertisement : D&G  
Title : **Dolce&Gabbana Dolce - Fragrance for Women - The Director's Cut** (Duration: 02:00)  
Year : 2009

### 3.2. Method Data Analysis

There are some steps to analyze the data from perfume advertisement. First, the writer watched the videos as primary visual data. Second, the writer
captured some images, and take notes of the images supporting gender differences. Like for example, the way men and women appear differently in the advertisement, and the way men and women act differently in the advertisement based on the information taken from books and articles related to gender stereotypes. With the step, the writer can do the fourth method, ie. Categorized all of the data and write them all as chapter 4 of this thesis. Finally, the writer can do the final step which is writing the conclusion.