

## CHAPTER III

### RESEARCH METHODOLOGY

Collecting data in a study can be done with two methodologies, those are, qualitative and quantitative methodologies. The methodology that was used in this study is the qualitative methodology. Qualitative research is defined as “a type of research that encompasses a number of philosophical orientations and approaches” (Merriam, 2009).

Another definition mentions that the qualitative methodology “emphasize on the qualities of entities and on processes and meanings that are not experimentally examined or measured [if measured at all] in terms of quantity, amount, intensity, or frequency” (Denzin & Lincoln, 2008)

From the explanations above, the writer did not focus on how many advertisements samples that was analyzed, but more on the details and women’s images presented in each advertisements sample.

#### 3.1. METHOD OF DATA COLLECTION

The writer collected the data from Lux advertisements in the United States from 1930s until 1960s that are still available online. The instrument that used in this research are documents in the form of scanned advertisements that were taken online. Since not every single Lux advertisements during those years is available online, therefore, the writer looked for the most credible data that can be found in the internet. Therefore, the writer only chose Lux advertisements scanned or photographed from the media. The writer also picked the advertisements with clear pictures and readable writings.

This study analysed the data based on Betty Friedan's theory in her book titled *The Feminine Mystique*. This study used Friedan's criticism that is stated in Friedan's book to analyse the images in Lux advertisements during 1930s until 1960s. This study analysed the woman's images in the advertisements based on Betty Friedan's criticism.

### 3.2. METHOD OF DATA ANALYSIS

In order to analyse Lux Advertisements using Betty Friedan's theory in *The Feminine Mystique*, the first step was to read Betty Friedan's book, *The Feminine Mystique*. Then, to make the study more structured, the writer decided to divide those women's images portrayed by the media that Friedan has mentioned into some categories.

The next step was to collect the Lux advertisements images from the US media from 1930s until 1960s that are still available online.

Then, the writer tried to find out the meanings behind the words used, and also how the models were displayed in those advertisements. After that, this study analysed women's images that are portrayed in the Lux advertisements and put them into the categories based on Friedan's criticism on women's images.