

CHAPTER III

RESEARCH METHODOLOGY

3.1. Method of the Research

In this study, the writer has applied qualitative approach to analyze and interpret her data. According to Wilson “qualitative research can assist in the development of the message and creative execution of advertising and promotional activity. Qualitative research can assist in this process of encoding by providing information on the language that consumers use when talking about products, the lifestyles that they associate with different brands and the perceived value they place on different product attributes during brand selection” (2003; 2006, p. 107). Especially in advertising, qualitative research accommodates a quantitative data of advertisement that build up dominant tropes to compliment the qualitative data for this research.

3.2. Method of Data Collection

The technique of collecting the primary data involves the following steps. First, the writer took the advertisements found in the *Indonesia Cosmopolitan* Magazine of November 2015 and 2016 edition. For each of the magazines, every advertisement pages are scanned and compiled as data. Second, they are categorized into their advertisement types which follows 19 types of advertisements: (1) health facilities/ products; (2) makeup; (3) food and beverage; (4) body products; (5) clothing/fashion wear; (6) hair products; (7) technology; (8) jewelry accessories; (9)

fashion accessories; (10) sweets; (11) kitchen utensils/home appliance (12) cards; (13) leisure/holiday products; (14) furniture; (15) sex product; (16) published material; (17) stationery; (18) insurance; and (19) service to have an idea of what kinds of advertised product each of the magazine usually promote (Dukut, 2015, p. 69). Third, the occurrence of the types of advertisements are then analyzed and interpreted using Barthes' semiotic to analyze the visuals and texts shown in cosmetic advertisement.

3.3. Method of Data Analysis and Interpretation

Barthes' semiotic analysis is used to find out the denotative and connotative signs in order to point out what becomes the signifier and signified. In the denotative level, all signs which consist of the text and visualizations of the advertisement are inspected in detail. In text, the choice of vocabulary and recurring words are read and understood to stand by or symbolize for something. The use of typography such as bold, italicize, capital, or small lettering of the text are given attention as they convey different meanings of emphasis to a researcher. Visually, the choice of colors, the close up, long short or central focus of the product or model used for the advertisement also symbolizes and gives different meanings to the researcher (Dukut, 2015, p. 71). The connotative sign, which is seen from the activities of the characters in advertisements help formulate the myth or ideology, social, cultural, and symbolic phenomena.