

CHAPTER III

RESEARCH METHODOLOGY

Qualitative research is a research which relies on text and image, understands and interprets the information of study so it provides perceptions into the problem and helps to gain ideas (Creswell, 2014).

In this study, the writer used qualitative research. The writer analyzed the advertisement especially SK-II #changedestiny to find the ideas of girl power. The writer used library research and collected the data using internet in this study.

Library research is a research in which the sources are acquired from the written sources such as books, magazine, newspaper, journals, and online sources (Idrus, 2009, p. 83).

3.1. Source

Below are the details of the primary sources of this thesis:

Title	: SK-II #changedestiny advertising
Genre	: Advertisement
Artists	: Anggun Cipta Sasmi
Release Dates	: September 7, 2015
Running Times	: 2:30 minutes
Country	: Indonesia
Language	: English

3.2. Method of Data Collection

To make a good research, the writer followed several steps. First, the writer watched SK-II #changedestiny advertisements which were the main sources. Second, the writer made list of girl power ideas found in the personal narratives of the advertisements. As the writer mentioned earlier, personal narrative is the process of imagining something that narrator's experience, the process of imagining a meaning produce "stories" (Adaval & Wyer, 1998, p. 210).

3.3. Method of Data Analysis

In this study, the writer analyzed the SK II #changedestiny advertisements using feminism approach focusing on the ideas of girl power.

Feminsim approach was used because feminism goes against stereotyped ideas about women. Showalter's cultural model cited by Guerin *et al* shows that feminist approach talks about "social contexts, acknowledging class, racial, national, and historical differences and determinants among women" (2005, p. 226).

In addition, the writer analyzed the lists using feminism approach before making the conclusion from the data which she collected. So, in this study the writer also analyzes 'sign' and the meaning of 'things' in SK-II #changedestiny featuring Anggun Cipta Sasmi. For example, in the SK-II #changedestiny advertisement featuring Anggun Cipta Sasmi, there is flying papers. Flying papers or flying papers effect in Economic according Febrian (2011), is a phenomenon when Local Government expenses much money from grants or more specific from unconditional grants which bigger than regional income and it results dissipation

in Local Government budget (Febrian, 2011). But in the context of Anggun C. Sasmi's girl empowerment, flying papers represent Anggun's music career.

