

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

The qualitative method focuses on explanation of social phenomena (Hancock, 2009). The theoretical foundation is used as a guide so that the focus of research is appropriate with the facts in the field. Qualitative method concerns on how groups of people can have different ways of looking at reality as a result of the research. Qualitative analysis is the classification and interpretation of material to find out the meaning of what is represented in it. It means that the aim of qualitative research is based on human understanding and perception rather than based on numbering data and variables.

In this study, the writer used qualitative method especially library research. The writer related her study to Erving Goffman's theory in his book *Gender Advertisement* to find out gender stereotypes and gender differences in youth's selfie poses on *Instagram*.

3.2 Data Collection

3.2.1 Material

The material for this study is images (selfie photos) taken from *Instagram*. They are relevant for data of the study. The data collected are all *Instagram* photos uploaded by 53 FLA Students of 2016 aged 10-24 years old between 1st August and 1st October 2019. The criteria on this study is all those accounts that contain male and female in each account.

3.2.2 Procedure

The first step of this study is choosing some of the selfie pictures. The writer only took those related to the ideas of Erving Goffman's theory. The selfies should contain objects or products, men and women. Then, the writer categorized the data that was found in the categories that were provided by Goffman's. Selected selfie pictures were analyzed by applying Erving Goffman's frameworks.

3.3 Method of Data Analysis

In this analysis, the writer used Goffman's theory which talked about gender stereotypes about male and female depicted in picture. It consists of five frameworks: relative size, the feminine touch, function ranking, the ritualization of subordination. By using this theory and after choosing selfie pictures, the writer analyzed and interpreted it based on those frameworks.

