

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1. Research Design

In this study, the writer applied qualitative research. “Qualitative Research is an approach for exploring and understanding the meaning individuals or groups ascribe to social or human problems” (Creswell, 2014, p.32).

#### 3.2. Method of Data Collection

##### 3.2.1. Sources

In this study, the author found 5 local Indonesian cosmetic brands with twelve products whose advertisements were shown on ANTV, INDOSIAR, and TRANS TV channels. The author chose these five local brands because only these brands have been promoting their products through television advertisements. The five brands are currently promoting a total of twelve products on Television. The three TV stations were selected because the stations are those that most often broadcast the advertisements of these five local brands. The materials are as follows:

1. Brand Name : WARDAH

Production Company : PT. Paragon Technology & Innovation

Founder : Nurhayati Subakat

Distributor : Wardah Indonesia

Country : Indonesia

Language : Indonesia

Products advertised on TV:

1. The first Wardah product advertisement

Title : Wardah Perfect Bright Series

Duration : 15 Seconds

Date : Friday, 16 October 2020

Time : 18:27

TV Channel : TRANS TV

2. The second Wardah product advertisement

Title : Wardah Lightening Series

Duration : 30 Seconds

Date : Saturday, 17 October 2020

Time : 15:00

TV Channel : ANTV

3. The third Wardah product advertisement

Title : Wardah UV Shield: Aqua Fresh Essence

Duration : 15 Seconds

Date : Tuesday, 20 October 2020

Time : 19:35

TV Channel : INDOSIAR

4. The fourth Wardah product advertisement

Title : Wardah Lightening Whip Facial Foam “Feel the Light”

Duration : 15 Seconds



Date : Wednesday, 21 October 2020

Time : 10:00

TV Channel : TRANS TV

#### 5. The fifth Wardah product advertisement

Title : Wardah Hydra Rose #WardahRiseWithRose

Duration : 30 Seconds

Date : Wednesday, 21 October 2020

Time : 16:25

TV Channel : INDOSIAR

2. Brand Name : EMINA

Production Company : PT. Paragon Technology & Innovation

Founder : Nurhayati Subakat

Distributor : Emina Cosmetics

Country : Indonesia

Language : Indonesia

Products Advertised on TV:

#### 1. The first Emina product advertisement

Title : Emina Bright Stuff for Acne Prone Skin Hadir Lebih Dekat  
(Face Wash)

Duration : 6 Seconds

Date : Sunday, 18 October 2020



Time : 13:05

TV Channel : INDOSIAR

2. The second Emina product advertisement

Title : Emina Kulit Glowing & Cerah di Rumah Dengan Bright Stuff  
Essence Sheet Mask #IniBrightStuffKita

Duration : 35 Seconds

Date : Monday, 19 October 2020

Time : 16:13

TV Channel : TRANS TV

3. The third Emina product advertisement

Title : Emina Kulit Cerah & Lembab di Rumah Dengan Bright Stuff  
Moisturizing Cream #IniBrightStuffKita

Duration : 24 Seconds

Date : Thursday, 22 October 2020

Time : 09:36

TV Channel : ANTV

3. Brand Name : MS GLOW

Production Company : PT. KOSMETIKA Global Indonesia

Founder : Shandy Purnamasari & Maharani Kemala

Distributor : MS Glow Beauty

Country : Indonesia

Language : Indonesia

Products Advertised on TV:

1. The first MS GLOW product advertisement

Title : MS GLOW Whitening Gold Serum

Duration : 30 Seconds

Date : Friday, 16 October 2020

Time : 14:12

TV Channel : INDOSIAR

4. Brand Name : VIVA Cosmetics

Production Company : PT. VITAPHARM

Founder : Dr. Tio Tiongho

Distributor : PT. VITAPHARM

Country : Indonesia

Language : Indonesia



Products Advertised on TV:

1. The first VIVA product advertisement

Title : VIVA Milk Cleanser & Face Tonic Bengkoang

Duration : 15 Seconds

Date : Sunday, 18 October 2020

Time : 20:03

TV Channel : ANTV

5. Brand Name : Y.O.U Cosmetics

Production Company : PT. HEBE BEAUTY STYLE

Founder : Mega Wu

Distributor : Y.O.U Cosmetics

Country : Indonesia

Language : Indonesia

Products Advertised on TV:

1. The first Y.O.U product advertisement

Title : Y.O.U the Radiance White Nourishing Serum

Duration : 15 Seconds

Date : Friday, 16 October 2020

Time : 20:57

TV Channel : INDOSIAR

2. The second Y.O.U product advertisement

Title : Y.O.U Golden Age Refining Serum

Duration : 16 Seconds

Date : Friday, 23 October 2020

Time : 10:31

TV Channel : TRANS TV



### **3.2.2. Procedure**

In making this paper, the writer went through several stages to collect data. First, the writer watched TV and focused on three channels: ANTV, INDOSIAR, and TRANS TV. Second, the writer watched and selected the ads. Third, the writer wrote the name of the local cosmetic brand whose advertisement appears. Fourth, the writer wrote the product name, broadcast time, and duration of the ad being shown. Fifth, the writer took notes about the image of female beauty from each advertising video. Then, the writer analyzes the data that has been obtained using the descriptive method on how each advertisement describe the image of female beauty.

### **3.3. Method of Data Analysis**

In this research, the method used to analyze the data is qualitative one. The writer will analyze the twelve advertisements using Semiotics analysis, according to Chandler (2007) semiotics is the study of not only signs in ordinary speech, but also something that is a 'short' for another thing. Words, pictures, sounds, body language, and objects can all be used as semiotic signs. Therefore, the author will analyze the image of female beauty displayed by each brand in the advertisement and write the report of the findings.