

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

The researcher uses a qualitative method for this research. It is qualitative because the researcher will collect data and make interpretations of the meaning of data by finding certain patterns to write it down as results of her analysis. Bogdan and Biklen (1982, cited in Lawrence & Tar, 2013, p. 29) stated that in qualitative research, the process of data analysis involves “working with data, such as organizing, breaking down, synthesizing, looking for patterns, finding what is important and what must be studied, to what will be presented to others.” Tewksbury (2009) explained that qualitative research methods emphasize interpretation and provide the complete views, looking at contexts, environmental immersions and a depth of understanding of concepts to consumers. The researcher then interprets and extracts data, that is, by “reading and interpreting publications with a curious mind and a critical view” (Goldkuhl & Cronholm, 2020, p. 3).

## **3.2 Method of Data Collection**

### **3.2.1 Source**

The primary source of this study is McDonald's *Wujudkan Momen yang Terlewat Jadi Lebih Spesial* advertisement that aired in McDonald's ID YouTube channel. The researcher then used journals, books, and other reliable sources that meet with the topic of Roland Barthes' semiotic in advertising as the secondary sources.

### **3.2.2 Procedure**

There are several procedures conducted by the researcher in collecting data for this study. First, the researcher will watch a McDonald's advertisement, "*Wujudkan Momen yang Terlewat Jadi Lebih Spesial*", aired on YouTube as the main source. Second, the researcher will try to find the sign (signifier and signified) and popular culture characteristics involved in the advertisement. The researcher will study, categorize, analyze, and interpret the visual images and narrative found in the advertisement. After collecting and having the data, the researcher will analyze this study by using Roland Barthes' semiotics, Devi (2015), and Fuad (2011).

## **3.3 Method of Data Analysis**

After collecting and having the data analyzed, the researcher will make use of her qualitative analysis to present the result. The researcher will analyze this study using Roland Barthes' semiotic theory. Later, the implied messages behind the images and the texts of the advertisement will be found using the theories on Indonesian cultural values of family relations as explained by Devi (2015) and Fuad (2011).