

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

#### 3.1 Research Design

To observe and analyze this advertisement, the writer used the qualitative method to interpret his data. According to Creswell (2014), the qualitative method involves the analysis of text or pictures and data collected by participants, which will be analyzed and interpreted.

#### 3.2 Method of Data Collection

To collect the data, the writer downloaded the *New Era Boots* advertisement video on YouTube to collect the data. The writer repeatedly watched the advertisement and found a deeper understanding of *New Era Boots*. In this step, the research tried to comprehend how women and men are depicted in advertisements. *New Era Boots* is an advertisement uploaded on the YouTube site on February 3, 2015, 15 seconds long. The ad features three figures: a woman wearing a tight Catwoman, a sexy pink dress, and a shirtless man.

##### 3.2.1 Source

The writer uses one advertisement, the *New Era Boots* advertisement, for the primary data. Here are the details of the data source.

Title : New Era Boots

Duration : 19 seconds

Year : 2015  
Channel : New era hebat  
Link :

<https://www.youtube.com/watch?v=Yw0zIXG-OAE>

For the secondary data, the writer used additional data from journals, books, the internet, and other literary works to support the arguments.

### **3.2.2 Procedure**

1. First, the researcher took a video ad from YouTube and watched the ad.
2. Second, the researchers understood and transcribed the ad video. Here the researcher analyzed the meaning behind the video, including denotation, connotation, and myth.
3. Third, the researcher began to relate the analysis to the selected theory and journals. Here the researcher also conducted the analysis based on the theory that has been chosen.
4. Lastly, the writer wrote the findings and discussions as the result of the thesis.

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

To analyze the *New Era Boots* advertisement, the writer used the semiotics theory by Roland Barthes. The analysis was conducted by watching the ad's video. Some images and sounds were analyzed as a signifier and signified. It firstly interpreted its denotative meaning. After that, the writer interpreted its connotative meaning. Then, the first level of connotation forms a new signifier and signified, simultaneously becoming the second level of denotation. After that, the myth was created.

In this chapter, the researcher analyzes the collected data. Data for this research is obtained from an Indonesian *New Era Boots* advertisement on Youtube. In the researcher's opinion, the video bears the idea of how men's and women's sexuality is exploited to attract people's attention.

The researcher divides the discussion into two sections. In the first section, the researcher analyzes women's sexuality, and in the second section, the researcher analyzes men's sexuality. In each section, the analysis includes dress, physical appearance, and gestures.