

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

In the research, the writer uses the qualitative method to analyse and interpret her data. According to Creswell (2014) the qualitative method involves data collected by participants, which are then interpreted and analysed.

3.2 Data Collection

In collecting data, the writer downloads televised Vaseline hand body lotion commercials that are already documented in YouTube. Using YouTube advertisements, the writer can replay the advertisements as often as possible, in order to examine them well. For each advertisement, the writer interprets each sign of the advertisement scene by using Roland Barthes's semiotics.

3.2.1. Source

The writer purposely uses four advertisements, two Indonesia and two US Vaseline hand body advertisement as the primary data. Below are the details of the data source.

1. Vaseline UV Extra Brightening Indonesia published in 2021
(<https://www.youtube.com/watch?v=PhTgr7TeJCw>)
2. Vaseline Healthy White Fresh and Fair Hijab published in 2019
(<https://www.youtube.com/watch?v=ck8sM64eo-E>)

3. Vaseline Intensive Care Spray Lotion advertisement published in 2015. (<https://www.youtube.com/watch?v=cFA5wpv3ldY>)
4. Vaseline Clinic Care Extreme Dry Skin Rescue published in 2018. (<https://www.youtube.com/watch?v=qdzAWUmIWWs>)

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

3.2.2 Procedure

1. In the first stage, the writer watches the *Vaseline* ad from Indonesian videos that are taken from YouTube with the duration of 00:15 seconds repeatedly.
2. In the second stage, the writer watches the *Vaseline* ad from a US video that is taken from YouTube with a duration of 00:15 seconds.
3. In the third stage, the writer screenshots the interesting parts.
4. In the fourth stage, the writer analyses using Roland Barthes to find signifier, signified and the beauty myths from *Vaseline* hand body advertisements.
5. Lastly, write the findings and discussions as results for the thesis.

3.3 Method of Data Analysis

To analyse the advertisements from Vaseline hand body lotion from the US and Indonesia, the writer uses the semiotics theory by Roland Barthes. In the

advertisements, there are images and sounds o that are understood as signifier and signified. They are firstly interpreted within their denotative meanings. Then, they are interpreted connotatively. The first level of connotation is then seen as the new signifier and signified, which at the same time becomes the second level of denotation. It is in this second level that the myths of cultures is then reached.

