CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the writer describes the research approach, research instrument, data and data sources, data collection and data analysis.

3.1. Research Approach

To explain how the advertiser constructs the ideal identity in the beauty product advertisement of *Garnier*, the writer uses Critical Discourse Analysis (CDA) as useful tool to analyze the problem above. CDA largely draws upon a solid linguistic basis (van Dijk, 2001a: 97) in that it examines textual features such as sentence structure, verb tense, syntax, lexical choice, the internal coherence and cohesion of discourse and so on. However, it places such microanalysis first, within a critical perspective, and second, withinthe contextual frame of the production and consumption of discourses. In practicethis means that the analyst should consider the ways in which historical and cultural processes/structures give rise to the production of a text and the ways subjects withinthese processes/structures consume, or interact with texts. This implies a dialectical relationship between the reading of a particular text and the context, institution orsocial structure that frames this reading (Fairclough and Wodak, 1997) (in LiaLitosseliti, 2010: 128).

In this study, the researcher applies the descriptive-qualitative method. Krathwohl (1993) stated that descriptive is a research methodology which has threemain

purposes of research: to describe, explain and validate findings (Knupfer and McLellan: 1197). It means that the description emerges following creative exploration and serves to organize the finding. Meanwhile, qualitative approach is an approachin which concerned on description and interpret the data rather than the counting of feature(Wray and Bloomer: 97). The emphasis is on exploring the types of strategy that particular speakers use in specific contexts with particular people. By all of these, the researcher uses both descriptive and qualitative method because the data analysis is presented through interpretation and the description of detail information about the ideal identity which is constructed by advertiser in the advertisement of *Garnier*. The writer also prefers to put any words of quotation rather than numeric data.

3.2. Research Instrument

Stated in the early of this chapter that this studyuses qualitative approach, the instrument of this study will be human. Bogdan and Biklen (1998, p.77) stated that in qualitative research, the human investigator is the primary instrument for the gathering and analyzing data. So, the main instrument is I as the writer who gathers and analyzes the data.

The second instrument consists of books, internet, data sheet, and laptop. Books and internet are used to collect some information about theory, journal and other information related to this study. Then, data sheet employed the data that will be transferred into analysis. The last, laptop is considered as very helpful instrument with the most of processes of this study is finished.

3.3. Data and Data Sources

Data is things known or assumed (Mukhtar, 2013: 99). Dealing with this topic of analysis, the data of this study will be words, phrases, clauses, sentences which is collected from the advertisement of *Garnier*. Then data source is sources in which the researcher can get a data or information to doing this research (2013: 107). So, the data source of this study is the beauty product advertisements of *Garnier* that consists of face treatment advertisement (facial foam and facial cream) which is taken from web banner and Facebook banner of *Garnier* advertisement.

3.4. Data Collections

Collecting data is used to get information in order to achieve the objective of the research (Gulo, 2002: 110). Creswell (2009:178) stated that data collection steps involve regulating the borders of the study by gathering information, which then enables to answer relevant question through unstructured or semistructured observations and interviews, documents, and visual materials. By all of these, to collect the data from the data sources, the writer has the steps as follows:

- a. First, the writer watches television and writes the advertisement of facial foam and facial cream of *Garnier* that have maximum number of exposing the advertisements in television.
- b. Second, the writer visits the web of *Garnier* Indonesia and facebook of *Garnier* Indonesia and *Garnier* Men Indonesia to take the figure of the advertisement that has exposed in maximum number in the television. The writer takes the figure by downloading the pictures in facebook and screen capture the pictures in web.

3.5. Data Analysis

Miles and Huberman (1990) proposed flow model analysis data, which is categorized into four steps; they are data collection, reduction data, data display, and verification or draw conclusions (2013:135). Therefore, after getting and collecting the data from the data source, the writer analyzed the data by following the steps below:Relate to the statement of the problem, this study use critical discourse analysis proposed by Fairclough. The writer analyzes the data based on the three levels of critical discourse analysis; textual features, discursive features and social features

1. After collecting the data and to answer statement of the problem number 1, the writer observes the first level that is description level by underline words,

phrases, sentences, and classifies them to textual features. The textual features consists a range of linguistic features. In this case, the writer has to find:

- a. Grammar used in advertisement (past tense/present tense/future tense), such as the example below:
 - "Pelembab wajah sehari-hari yang memberikan coverage alami dan membuat wajah tampak cantik natural seketika(Face daily moisturizer that give natural coverage and make natural-beauty looking immediately)" Present Tense
 - "Kulit akan semakin cerah hanya dalam 6 hari(Face will brighter in 6 days)" Future Tense
- b. The using of pronoun (first pronoun/second pronoun/third pronoun), such as:
 - "Kini cantik<u>mu</u> tampak sempurna: mulus, cerah merona(Now <u>your</u> beauty is perfect: flawless, pinkish-bright)"
- c. Adjective (positive/negative adjective), such as:
 - "Cantikmu tampak sempurna (your beauty is perfect), mulus (flawless), cerah merona (pinkish-bright), menghaluskan pori wajah (minimize face pore), putih cerah (airy-light), etc." Positive Adjective
 - "Wajah berjerawat (acne face), noda bekas jerawat (acne spot), minyak berlebih (over glossy), warna kulit tidak merata (two-tone face), etc." Negative Adjective
- d. Punctuation, such as: Exclamation point (!)

"Komplit putih cerahnya!(Full of airy-light!)"

"Wajah lebih cerah, makin banyak like!(Face is brighter, get more like!)"

- e. And other linguistic features.
- 2. Then, to answer statement of the problem number 2, the writer observes the second level that is interpretation level by underline words, phrases, sentences and classifies them to discursive features. The discursive features focus on how the text is produced, how it is consumed and how the power relations are enacted. In this study, the discursive features deal with the strategy of advertiser to attract the consumers that consist of:
 - a. The using of emotive word, such as:

"Kulit mulus(flawless skin), putih cerah(bright white), cantik sempurna(perfecting beauty), cerah merona(pinkish-bright), etc."

b. Scientific evidence, such as:

"Kini dengan WhiteSpeedTM serum(Now with White SpeedTM serum)"

"Proven Active teruji bekerja lebih cepat kurangi melanin hingga 85%(Proven Active has tested to work fast in minimizing melanin up to 85%), etc."

c. Code switching/mixing, such as:

"Makin banyak like!"

"... memberikan coverage alami, etc."

d. And other discursive features.

- 3. The writer goes to the third level that is social features. In this research, the social features explain the broad societal currents affecting advertisements. The writer has to find the intertextual understanding, such as: the myth of beauty product which is said that long time ago, the women or men used traditional product to enhance their appearance. In advertising, intertextuality deals with the scientific words, such as: Vitamin E, *Sari lemon* (Lemon essence), Salicylid Acid Derivative, etc. Then, the writer has to observe the image of models in advertisement (the using of celebrity endorsement), such as: Pevita Pearce (Actrees), Sheryl Shenafia (musician), Joe Taslim (Actor), etc.
- 4. The last, the writer draws the conclusion based on the finding.