

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 approach in 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 study uses 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

- 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,

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.