CHAPTER III

RESEARCH METHOD

This chapter discusses the method that the researcher used in this research including research approach, data source, data research instruments, techniques of data collection and techniques of data analysis. They will be discussed below:

3.1. Research Approach

Research is any activities to collect the data, analyze it, and presents the result. It is done in systematic and scientific steps to answer a certain problems. The kind of research is descriptive qualitative research (Ary, 2006:32). This study is called descriptive because the data of this study are explained descriptively, the qualitative research is a research which is analyzed qualitatively, because the truth can be expressed with some ways without number. Qualitative have some types based on collecting data, one of them is descriptive qualitative approach in document or content analysis, this analysis focuses on analyzing semiotic and giving explanation in each point of semiotic types that applied in Wardah series 2016 of Advertisement. In addition, Creswell (1994:1) stated that the qualitative research is an inquiring the process of understanding a social or a human problem based on the building a complex, holistic picture, formed of the words, reporting the detail view of informants and conducted in a natural setting. Bogdan and Biklen (1998:77) stated that in qualitative research, the human investigator is the primary instrument for the gathering and analyzing data.

Therefore, the writer used descriptive qualitative, because this method is suitable to analyze semiotic that is applied in Woman Appearance in Wardah Cosmetic Advertisement. In this study, the writer conducted a research with descriptive qualitative research in analyzing content of semiotic applied in verbal expressions spoken by woman models on Wardah Cosmetic Advertisement. This method is also simple and easy to use in some of reasons like in method of data collection, and data analysis. So the writer used descriptive qualitative and content analysis to semiotic applied in verbal expressions spoken by woman models in Wardah Cosmetic Advertisement.

And the writer tried to describe every types of semiotic in verbal expressions spoken by woman models in Wardah Cosmetic that is included in; denotative and connotative. And the analysis will be explained clearly in the paragraph form

3.2. Data and Data Sources

In this study, the data sources (audiovisual) will be video that taken from www.youtube.com or any other web site which contains "Wardah Cosmetics Lightening Series". There are five videos that have been downloaded, they are: Wardah BB cream, Wardah lightning day cream and night cream, Wardah lightning day cream and night cream, Wardah lightning serum and night cream, and Wardah lightning creamy foam. Those videos have been downloaded because it does not enough if the data sources is just taken from the television which we do not know when the schedule of that advertisement.

This study is documentation analysis which consists of written text and visual effects. Therefore, in the present study, the data are all of the utterances (words, phrase, sentence, or expression) which contain of semiotics. They are taken from primary data source. In this case is about Wardah Cosmetics Lightening Series around 2016.

3.3. Data Collections

To collect the data of data sources, there are several ways, the writer has done these several ways on this study:

3.3.1. Research Instruments

Based on the early of this chapter, this study uses qualitative approach, the instrument of this study will be human. So, the main instrument is I as the writer who gathers and analyzes the data. The supporting instruments are like personal computer to download some sources of the research, it is to make an easier in analyzing the data of the research.

3.3.2. Data Collection Techniques

To collect the data from the data sources, the writer has the steps as follows:

- a. First, the writer downloads a video of advertisement, Wardah series
 Cosmetic 2016 on computer and it is downloaded.
- b. Second, the writer listens the video Wardah series Cosmetic 2016

- c. Third, the writer listens and notes the video of advertisement Wardah series Cosmetic 2016
- d. Then, the writer identifies, underlines a word, phrase, clause, and coding some types semiotic. The type of semiotic consists of connotative and denotative meaning.

3.4. Techniques of Data Analysis

There are many ways to collect the data; those are using test, doing interview, doing observation, doing a graduated scale and taking documentation (Arikunto in Triandjojo, 2008: 59). In this study, the writer uses data sources that taken from Wardah Cosmetics Series advertisement by downloading the video of that advertisement from www.youtube.com or any other web site. Therefore, the writer used the last step, that is dokumentation method. According to Arikunto, he stated that documentation method is a method that is used to find some notes, transcripts, books, newspapers, magazines, and other.

Data collection in this study uses taking note and doing observation technique. Taking note is done by noting words, sentence, and images which shows on wardah cosmetics lightning series around 2016 that have sign and denotative-connotative meaning.

To collect the data from the data sources, the writer has the steps as follows:

- a. The writer accesses wardah cosmetics lightning series on www.youtube.com to choose the advertisement to be analyzed.
- After accessing the website, the writer download the video of wardah cosmetics lightning series.

- c. After downloading is completed, the writer tries to transcribe the uttarance (words, phrase, sentence or expression) in data sources to get the data.
- d. After transcribing the words, the writer tries to doing observation by choosing the uttarance and visual effects which is already transcribed.
 Choosing the data covers the signifier (form), and also signified (meaning) that can be denotative and connotative meaning.
- e. And finally, the researcher will backup the data into print out media.

3.5. Techniques of Data Analysis

After collecting data sources and categorized it to the data, the writer analyzed it one by one. Here the method of analyzing data which was used by the writer:

1. The writer analyzed the spoken text (speech) produced by the model of advertisement by hearing the video and reading the transcribed data many times to get deeper understanding.



"Jadwalmu padat hari ini, <u>cantik dalam satu menit</u>.

Soulsi praktis skin care dan make-upmu. <u>Wardah BB</u>

<u>Cream bekerja secara magic</u>, memberi sepuluh

manfaat bagi kulit. <u>Cantik seharian dalam sekejap</u>.

Dengan wardah BB Cream True Multi

Tasker"(transcribed data source)

- 2. In this analysis, the writer categorized what kind of signifier (form) of spoken text or spoken language that very influence to interest the consumer by find out the denotative and connotative meaning (signified).
 - cantik dalam satu menit

Denotative meaning:

the author of this advertisement that said by the woman, explain that we will look beautiful in one minute. In this part of scene, we will look in this advertisement an actris, Tatjana Saphira, make-up her self. Connotative meaning:

Implicitly, sentence "cantik dalam satu menit" describe us that this product will work fastly. Just one minute to make female girls more beautiful than before.

An actris, Tatjana Saphira, makes consumer more interested in the product and can be very influenced to buy this product because the beauty of Tatjana Saphira hipnotyzes us, with close up video of her face, give more detail that this product work effectively with ten benefits which one of them is triple lightning system that will make girl's face brighter.

So, the meaning of this sentence is that the product will give people the best result within ten benefits, faster than the other products.

- 3. The writer also tries to looking for the visual effects of the object for reinforced the evidence of the signifier and signified.
- 4. Next, the writer discussed and explain the type of meaning and the interpretaion of English slogan which is found one by one.
- 5. The last step was drawing the conclusion and the suggestion.