

CHAPTER 3

METHOD OF THE STUDY

3.1. Method of The Study

This section would discuss about the research method used in this research.

3.1.1 Research Approach

This study analyzed the representation of masculinity in *Mama Lemon* advertisement Supermarket Version qualitatively. According to Creswell, qualitative method is used for examining the issue of oppression, advocacy, and critical for group or individual (Creswell 37). Qualitative method is chosen because the writer wanted to focus on the issue of masculinity which is related to the context, Indonesia. Beside, this study did not focus on the generalizing issue of masculinity in the world which related to a number of data.

Qualitative data provide a verbal description of human activities and concerns more on the representative samples as the main data (Jackson 17). It was very suitable with this research because this research uses the male model to analyze the representation of masculinity in *the Mama Lemon advertisement*. So, qualitative method was suitable for this research.

3.1.2 Population

Population is the whole data gathered to be analyzed (Stokes 117). Because the official website did not provide the data, this study gathered the data by recording the advertisement in the prime time program in RCTI. The population in this study was the full duration of *Mama Lemon* advertisement Supermarket Version that was 30 seconds.

3.1.3 Data

Data is something related to what the researcher wants to find (Pickering 59). The data in this study were the scenes chosen in this advertisement based on Goffman's method of analysis in gender advertisements. The data in this study were 12 scenes.

3.1.4 Technique of Data Collection

The writer took *Mama Lemon* advertisement Supermarket Version as the text because this ad was considered to have different representation in depicting masculinity, especially in cleaning product. There were some steps to collect the data in this research:

1. Because the official website of *Mama Lemon* advertisement did not provide the advertisement, the writer collected the data by recording the advertisement along the program was turned.
2. After recording the program, the writer got the full duration, as the population of data, of the advertisement that was about 30 seconds.

3. The writer reduced the data by capturing the scenes which related to the representation of masculinity.
4. The writer gathered the data that there were 12 pictures related to the how man is represented in cleaning product advertisement. 12 scenes chosen were based on the Goffman's method of analysis in gender portrayals display in advertisements.

3.1.5 Technique of Data Analysis

With qualitative method, the writer gained the data which supported the representation of masculinity.

Technique for data analysis in this study had some steps:

1. The writer determined the data of the text which is reflected in the representation of masculinity.
2. To classify the scenes, the writer used six patterns of gender advertisements by Goffman. The purpose of using Goffman's patterns was to justify the representation of masculinity in the *Mama Lemon* advertisement. In six codes of gender advertisement by Goffman, this study found four patterns that were suitable to the character of this advertisement.
 - a. In the relative size category, the writer found 1 scene to be analyzed. The concept of relative size is to assure which person who has more status by looking at the size and the dominance of the shot (Goffman 28).

- b. In the feminine touch category, the writer found 8 scenes to be analyzed. The concept of the feminine touch is the presence of the female model is important to touch fragile things (Goffman 29). These 8 scenes contained the two layers. The first layer contained the first and the second scenes showed the female model who touched broccoli. The second layer contained the male model who also did feminine touch action. Six scenes were divided in case when the male model touched the broccoli, the plate, and the bottle.
- c. In function ranking category, the writer found 2 scenes to be analyzed. The concept of the function ranking is to emphasize the male model as the executive role while the female model as the supporting model (Goffman 32)
- d. In the family category, the writer found no scenes. The concept of the family category is the visual representation of the members as a symbolization of family relationship (Goffman 37). Since this advertisement did not depict the family relationship, this category was absence.
- e. In the ritualization of subordination category, the writer found 1 scene to be analyzed. The concept of the ritualization of subordination is to emphasize that when the model's head looks down, it can be symbolized as submissive (Goffman 40).

- f. In licensed withdrawal category, the writer found 1 scene. The scene was same with the ritualization of subordination scene. However, this category focused on how the male model had the goodwill to help the female model. The concept of licensed withdrawal is to emphasize that the female model still needs the protection even only the goodwill from others (57).
3. After classifying the data in each category, the writer, first, would analyze the representation of masculinity in *Mama Lemon* ad Supermarket version by looking at the male model and his relationship with the female model. It was because this study would interpret the meaning of each scene.
 4. The writer, then, analyzed deeper the representation of masculinity by looking at the male model appearance through New Man theory given by Edwards.
 5. This study would interpret the meaning beyond the representation of the male model through Hegemonic Masculinity theory given by Connell and concluded the discussion by revealing what actually the representation of masculinity served by *Mama Lemon* Advertisement Supermarket Version is.