

CHAPTER III

METHOD OF THE STUDY

3.1. Research Approach

This study was conducted to find the social semiotics mode and persuasive message in Nike Ordinary man video advertisement and Puma social surfer video advertisement. Thus, the research method used is a qualitative method. According to Dornyei (2007, p.38) Qualitative research is fundamentally Interpretative, which means that the researcher outcome is ultimately the product of the researcher's subjective Interpretation data. Qualitative is the suitable approach for this study because the data will be transcribed with multimodal transcription. All utterances, music, and gesture in the transcribed text were analyzed using multimodal and social semiotics theory, which is persuasive message and social semiotics mode that is proposed by Kress and van Leeuwen (1996) and Iedema (2001).

3.2. Source of Data

In this research, the writer collected the data by downloading it from YouTube website, since the website is one of the popular websites that provide shared videos. YouTube was chosen because the video on that website can be viewed or downloaded without paying any cost. The videos chosen are NIKE ordinary people video advertisement and PUMA Social Surfer. Nike video advertisement is chosen because this video does not use a famous actor but

ordinary people and Nike is the number one footwear in world. Puma social surfer video advertisement similar with Nike, they do not use famous actor puma also famous footwear in the world, both of chosen videos have duration about two minutes. The duration became the writer's consideration because the similar duration from the videos are, the similar data contained.

3.3. Technique of Data Collection

There are three steps to collect the data. Firstly, the writer searches the video that is related with this study from YouTube website. The related videos that were chosen for this study are two of difference brand with similar type of video advertisement and the duration is about two minutes.

Second step the writer download the video from the youtube. The both of videos utterances in that video, the writer decided to download it than buffering the video directly on YouTube. By downloading the video, it will give advantages such as; easier to rewind if there are some missing utterances in the process of transcribing. In downloading the related video, the writer utilized a website named www.keepvid.com which is able to convert YouTube video to several video formats. As a consideration to get the best quality video, the writer also chose the biggest size of video to get better visual and sound quality.

In the third step After downloading the video, the writer transcribed the whole video. The transcription includes utterance, music, camera angle, and gesture. The writer will transcribe with multimodality transcription. The

following is an extract on the transcription. The complete transcription is in the appendix.

3.4. Technique of Data Analysis

In analyzing the data, the writer applied three steps. The first step, the writer categorized scene, speech, camera angle, music, and gesture based on Kress and Iedema theories. After categorizing the data based on Kress and Iedema theories, the second step, the writer interpreted the results and determined which advertisement has used the multimodality concept better.