CHAPTER III

METHODS OF THE STUDY

3.1. Research Approach

TV advertisement of Pepsodent Sensitive Expert (Nadya Hutagalung version) will be analyzed by using textual analysis, namely semiotics. Textual analysis is "a way of gathering and analyzing information in academic research," (McKee 2003 cited in Ida 2011, p. 41). Furthermore, textual analysis is the interpretations from the text in which it is from the advertisement itself. The interpretation is an *encoding* and *decoding* process towards the signs in texts produced. When we do textual analysis, we do not try to find "the right interpretation" (ibid, p. 41). Therefore, the writer will analyze the representation of the West and East shaped by the advertisement in the framework of Roland Barthes' semiotics by utilizing linguistic message and non iconic message.

3.2. Data Source

For the primary data, the writer used the video advertisement of Pepsodent Sensitive Expert (Nadya Hutagalung version). The advertisement appeared on Indonesia TV from the beginning of 2011 until mid-2012. The advertisement was downloaded from *Youtube* in 28 October 2012. For data sources, the writer used books, Pepsodent website, online journals as well as some related articles. The writer also used previous studies or thesis having similar issues with the research as the supporting data.

3.3. Data Reduction

In this research, the writer focused on the TV advertisement of Pepsodent Sensitive Expert (Nadya Hutagalung version), which was launched in 2011. The writer also focused on 8 out of 11 scenes that depict both the representation of the East believing in the myth of sensitive teeth and the representation of the West shown in the advertisement. The 8 scenes are selected because the 8 scenes represent the binary opposition between West and East. Moreover, the writer used two examples of Pepsodent TV advertisements related to this research in order to support the data.

3.4. Technique of Data Collection

After determining the data sources, the writer used the steps of data collection as the following. Firstly, the writer downloaded the advertisement in Youtube uploaded by www.jingle-iklan-tv.blogspot.com in 17 October 2011. The writer downloaded the video in 28 October 2012. Secondly, the writer captured 8 out of 11 scenes related to this research. From the 11 scenes, the writer found 8 scenes containing the binary opposition. Those are the way of thought, setting, costume and gender. Since this research is the textual analysis focusing on the video advertisement, the writer used semiotics and Orientalism as the main theories. In addition, the writer also analyzed the angle or camera movement, whether it is high-angle, low-angle, medium shot, close up or else.

3.5. Technique of Data Analysis

22

After the writer obtained the data by capturing 8 scenes from the TV advertisement of Pepsodent Sensitive Expert (Nadya Hutagalung version), the writer then analyzed the scenes that depict the representation of both the East and West shown in the advertisement in the framework of Semiotics approach. Semiotics is a method to analyze signs and images (Lacey 1998:56, Cited in Ida 2011, p. 50). To analyse the TV advertisement, the writer used these following steps :

3.5.1. Linguistic Message

Because the advertisement contains conversations and pictures, it is necessary to analyze the linguistic message. In analyzing the linguistic message, it requires the presence of two elements, namely:

3.5.1.1 Relay (denotation): The verbal language appearing in the advertisement. In the advertisement, it uses narration. Hence, the writer analyzed the narration of 8 scenes in the advertisement. The narrations are from both Nadya Hutagalung as the model and the Western scientists.

3.5.1.2 Anchorage (connotation): The broader meaning of the relay. In this step, the writer analyzed the narrations intensely (8 scenes) in order to get the connotation meaning from the first relay or denotation**.**

3.5.2. Non Linguistic Message

After analyzing the linguistic message, the writer took into account the non linguistic message. In this step, the writer focused on the pictures, the camera angles and the colours. The steps are as followed:

23

3.5.2.1 Non Iconic (denotation): In this step, the writer analyzed the picture of 8 scenes by observing what is portrayed on the frame. The writer also examined the camera angles and colours of the scenes.

3.5.2.2 Iconic Codes (conotation): The secondary signification from denotation that depicts the pictures of advertisement. In this step, the writer analyzed 8 scenes deeply by interpreting the scene, the meaning of the scenes, the camera angles, the colours and so forth.

After analyzing the linguistic message and non linguistic message, the writer subsequently interpreted the binary opposition appearing in the advertisement, namely the way of thought, setting, costume, and gender. Those four issues were analyzed in the framework of Orientalism.

3.5.3. Myth

In addition to the denotation and connotation, Barthes also mentioned that semiology also has myths. Myth is produced for consumption by the secondary signification (connotation) (Storey, p. 119). This is the last step to analyze the advertisement. The writer interpreted the ideology or the myth of the advertisement through the findings of the research. The myth consists of the representation of the West and East based on the advertisement.