CHAPTER 3

METHOD OF THE STUDY

3.1 Method Approach

In analyzing the study there are two main approaches, Quantitative and Qualitative research. The application of the study depends on object of the research. The object which is going to be discussed here is the Earth Hour Indonesia 2013 advertisement. According to Curtis. advertisement or advertising is mass media content intended to persuade audiences of readers, viewers, or listeners to take action on products, services, and ideas (*What is Advertising?* par.1). So advertisement is categorized into text, which means qualitative research is one of method which relevant to analyze the object. Qualitative research is chosen as the method because the analysis is "based on observation and critical analysis rather than numerical analysis" (Messenger and Nick 17), therefore the result is delivered in the form of sentences of interpretations. There is one advertisement video in this research, however, the advertisement is analyzed in deep analysis and interpretation therefore qualitative research is more suitable to be applied.

3.2. Data Source

This study uses advertisement "Filler Earth Hour Indonesia 2013" in official Earth Hour Indonesia in Youtube as data source. The advertisement contains the messages and ideologies which Earth Hour Indonesia wants the viewer to catch.

There are four editions of advertisement that issued by Earth Hour Indonesia since 2011, however the writer prefer to choose the Filler Earth Hour Indonesia video in 2013 because it contains new tag line which is *"Ini Aksiku, Mana Aksimu!"* and the highlight of the features with some new refreshment of product such as water tumbler, reusable bag which previously only bike and costume which appeared. Moreover, the filler Earth Hour Indonesia 2013 has more viewers which means this advertisement is very unique to be analyzed.

The advertisement contains ten scenes, the first scene shown an employee who use walking to go his office, second scene is a girl using public transportation, third scene is a boy pouring water to the plants, fourth scene is a couple of men riding bicycle, fifth scene is a girl bringing her water tumbler, sixth scene is a women using electricity wisely, seventh scene is a boy buying local product, eight scene is a boy using re-usable bag, next scene is a boy refusing to use styrofoam, and the last is a group of people wearing Earth Hour costume. From those scenes, the advertisement which becomes primary data contains four scenes and they are classified again because the study focuses on analyzing the commodification which related with commodity, therefore the writer selected the scenes which display the relation between human and products as commodity which are a couple of men riding bicycle, a girl bringing her water tumbler, a boy using re-usable bag, and the last is a group people wearing Earth Hour costume. Human and products relation is the means of the images which display human and products that involved in physical

and visual contact either located in the same frame or scene. From this classification, there are four sets of scenes that chosen as the primary data. In order to make an easy analysis, the writer also looks for secondary data's such as books, PDF, related studies from academic articles and from journals also detail information from the internet which are related with the topic.

3.3   Scope and Limitation

In this study, scope and limitation is the important part that the writer has to think about. This part is the tools than can make the limitation of the study. The study limits the focus on the commodification of Earth Hour through the relation between human and product which appeared as green lifestyle in filler Earth Hour Indonesia advertisement, due to some reasons described previously. The selected scenes are analyzed using Roland Barthes' semiotics. Since semiotic analysis include interpretations of image and words based on the writer's knowledge, the analysis offered may be subjective and contain bias as there may be so many different interpretations on a single scene or image, and word. However, the writer attempts to provide scientific support as many as possible in the interpretation in order to avoid bias and subjectivity.

3.4   Technique of Data Collection

In collecting data, the writer took several steps. The whole data are taken from internet as well as official website of Earth Hour Indonesia. Since the purpose of this

study is to examine the commodification of Earth Hour as stated previously, the writer choose Filler Earth Hour Indonesia 2013 as the advertisement which containing the most portrayals of human-product relation. After choosing the advertisement, then writer selects the pictures and words from the scene to be primary data.

Since not all scenes in the advertisement represent the human-product relation, there are four sets of scenes chosen as data. The first set is the man who use bicycle within the entire supporting attribute such as helmet, gloves, and others as the first appearance of human-product relation of the advertisement which mostly classified as non narrative. The second set is a girl who brings her own bottle drink which classified as non narrative. Third set is about a man who use re-usable bag in the traditional market. The last set is group of people who wearing Earth Hour costume. These scenes are already declassified according to the relation to the object of the study.

3.5   Technique Data of Analysis

Technique of data analysis begins with classifying the data. The data are classified into two main clusters. The first cluster is linguistic message and the second is non-linguistic message. Next, the linguistic message is divided again into anchorage, while the non-linguistic messages are divided again into coded iconic and non coded iconic message. For each item in every sub-cluster, they are analyzed

in the denotative and connotative level. After all the items of data already get these treatments, the analysis moves into the step of finding the myth.

These myths then interpreted using a grand theory – which is in this research uses Jean Baudrillard's symbolic exchange and commodification. Hence Roland Barthes's semiotic is merely applied as the tool of analysis to reveal the ideology. The last step is making conclusion about the research.

In sum, the steps of analysis are :

1. Classifying the data into linguistic and non linguistic message.

2. The linguistic message are divided into an anchorage, and the analyzed according to denotative and connotative level.

3. The non-linguistic message are divided into coded-iconic and non- coded iconic message and then analyzed according to denotative and connotative level.

4. The items are analyzed in a further level (combining denotative and connotative level) to reveal the myth or ideological level.

5. The myths are interpreted using Jean Baudrillard's theory of commodification.

6. Making conclusion.