

CHAPTER 3

METHODOLOGY

This chapter contains method that was used to analyze and answer the problems which have been stated in chapter one. This research approach, data source, scope and limitation, technique of data collection and technique of data analysis are explained below.

A. Research Approach

This study mainly discussed about the representation of Indonesian masculinities that are found in *Gatsby Body Lotion* television advertisement. In order to attain that goal, the writer applied interpretative analysis as methodological framework to analyze *Gatsby* television advertisement.

In this study, the writer applied qualitative method to interpret the data. Qualitative approach is generally defined as research that relies largely on the interpretative and critical approach to social science, whose reports often contain rich description and colorful detail (Neuman 2007, p.294). The purpose of qualitative research is to understand social phenomenon through the holistic description and increase the depth of understanding (Moleong 2008, p. 31).

B. Data Source

The data source of this study is the television advertisement of *Gatsby*. It is a products of body lotions special for men. *Gatsby* is produced by Mandom Group. In Indonesia, this product is produced by PT. Mandom Indonesia Tbk. This company was established as a joint venture between Mandom Corporation, Japan and PT The City Factory. The company was incorporated bearing the name PT Tancho Indonesia and changed to PT Mandom Indonesia Tbk on 2001 (Mandom n.d.).

The Mandom Group comprises the parent company, Mandom Corporation, and 15 companies, including Mandom Indonesia. Five of the companies are located in Japan and the remaining cover Asian region. To integrate the strength of the Mandom Group, three countries have been appointed as manufacturing bases, namely Japan, Indonesia, and China (ibid). It means that Mandom Grup is multinational company.

The full version of this advertisement is less than one minutes, about 31 seconds. This television advertisement shows two young men swimming in the pool and after that they question about their skin. The target market of this body lotion product is young men like portrayed in the television advertisements.

C. Limitation

In order to gain comprehensive analysis, a limitation was applied in this study. This study focused only on men's grooming product, especially body

lotion. Body lotion is a kind of lotion which is used to moisture body skin. Based on Pramana research (2004), men's products are defined as the products that are designed and marketed specially for male consumers. These products are used to treat, repair, and improve their appearance.

The second limitation of this study dealt with the television advertisement. From many men's body lotion products, the writer also gave limitation by choosing only one products, *Gatsby Body Lotion*. This product was chosen due to some considerations. First, because this products show Indonesian people as the cast as well as being produced in Indonesia, thus it represents Indonesian masculinity. Second, *Gatsby Body Lotion* is body lotion products for men which are shown in Indonesian television. As stated in Chapter 1, advertisement in television was chosen because it combines audio and visual. It makes television can 'touch' audio and visual together so that the messages from television can be delivered in a way that is easy to accept and understand (Liestianingsih 2002, p.2).

D. Technique of Data Collection

There are several steps to collect the data in this study. The first step is collecting the name of men's body lotion brand that are sold in the market. The next step is searching the men's body lotion television advertisement in website www.youtube.com. The last is choosing the advertisements that are compatible with the topic analyzed.

E. Technique of Data Analysis

After collecting the data, the writer did the following steps to do the analysis. Moleong stated that process of data analysis is started by gathering all the data, such as data interview, observation notes, picture, etc (2002, p. 247). Thus, the first step done by the writer is capturing the screen shoot of the *Gatsby Body Lotion* television advertisement that accords with some of Indonesian masculinity characteristics as shown in Hasyim's research. The next step is classifying the screen shoot into some categories: gesture, costume, interaction between men, interaction men and women, and also setting. Then the finding is interpreted using Masculinity Theory by Tim Edwards. It was aimed to get a more comprehensive understanding of the issue of the research with an interpretative analysis. Finally, the writer synthesized the results into a coherent conclusion.

In short, the steps in analyzing the data are:

1. Capturing the screen shoot of the *Gatsby Body Lotion* television advertisement
2. Classifying the screen shoot into some categories (gesture, costume, interaction between men, interaction men and women, setting)
3. Interpreting the findings in the first step through Masculinity Theory by Tim Edwards
4. Drawing conclusion