

CHAPTER 3

METHOD OF THE STUDY

This chapter contains the research method used by the writer to find the answer of the problem stated in chapter one. The research approach, population and sample, techniques of data collection and data analysis are presented here.

3.1 Research Approach

This study focused on the representation of young executive developed by Tri Indie+ commercial through the use of text and image. To gain the purpose the writer used qualitative method to describe and explain the analysis of the object. Qualitative approach is a method of inquiry employed in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts (Dornyei, 2007).

Qualitative researchers aimed to gather an in-depth understanding of human behavior and the reasons that govern such behavior. The qualitative method investigated the why and how decision was making, not just what, where and when. Hence, smaller but focused samples were more often needed than large samples. The qualitative approach attempted to obtain very rich description of the people, objects, events, places, conversations and so on.

Due to the purpose of this study that wanted to know the depiction of young executive shown by one of the largest provider in Indonesia, thus qualitative approach was appropriate for this study. In addition, this study was not going to make a statistic as the result but it would concern more on explanation or

description on how both the product owner and the advertisement producer illustrated the representation of young executive in this advertisement.

3.2 Population and Sample

The population data of this study consisted of Tri commercial. While the sample was the first version of Tri Indie+ commercial. The reason that the writer chose those data because this provider was not only used in Indonesia but also in other eight big countries in the world. In addition, the way they created the image of young executive in this advertisement was also unique since it did not really show the luxurious thing of being young executive.

3.3 Data Collection

To collect the data, firstly, the writer searched and downloaded the commercial of Tri Indie+ in YouTube website. Downloading was better than recording it from the television directly because it had better picture quality that would be useful for the writer's semiotic analysis. Secondly, the writer listened carefully to each spoken text in this advertisement and transcribed the text to help the writer analyzed the text level from this advertisement. Third, the writer started to observe the video and focus to picture used of the advertisement in each scene to make an analysis from picture level.

3.4 Data Analysis

To analyze the data, firstly, the writer described and explained the meaning of each text of this advertisement from the transcription of the spoken and written text that had already made before by using Barthes' framework. For the text analysis, the writer focused on the denotative and connotative meaning. In

denotative meaning, the writer analyzed the use of word choice (lexicon) by Jackendoff, the word form (morphology) by McCarthy and the sentence structure and type (syntax) by Carnie. While in the level of connotative, the writer related the text used with the reality happened in society.

Secondly, the writer explained the picture of each scene from coded iconic message and non-coded iconic message. The same as what the writer did in connotative meaning of the text, the writer also related the image used with what happened in the society. While to gain non-coded iconic message, the writer just briefly explained the image without putting any perception. The writer explained the image based on what was seen in the commercial.

From both analysis the writer made above, the writer tried to find out the interpretation of both text and image use according to the reality told in the advertisement with the real life to reveal the representation of young executive which was shown in Tri Indie+ commercial. As the writer stated before that Barthes had three concept of analyzing advertisement meaning, they were textual analysis, picture analysis and interpretation.

Finally, the writer concluded the representation of young executive presented by Tri Indie+ commercial and how real life influenced advertisement producer in creating this advertisement.