

CHAPTER 3

METHOD OF THE STUDY

3.1 Research Approach

This study is conducted by using qualitative approach based on textual analysis. According to Creswell, qualitative research is a means for exploring and understanding the meaning individuals. This approach involves the writer making interpretations of the meaning of the text. It also involves in preparing the data for analysis, conducting different analyses, moving deeper and deeper into understanding the data, representing the data, and making an interpretation of the larger meaning of the data (Creswell 212). Qualitative research is used in this study because the data is in the form of words or texts that needs detailed description and explanation about the portrayal of pregnancy in *Prenagen* advertisement about nutrition milk for pregnant women.

3.2 Data Source

The data source is the advertisement of *Prenagen* itself, the title of the advertisement is "*Dian Sastro's Happiest Moment with PRENAGEN mommy*". The writer chooses the advertisement of *Prenagen* because it is the pioneer product of nutritional milk in Indonesia since 1985. Besides that, this product itself has the broad market than other products (*Prenagen esensis*, *Prenagen mommy emesis*, *Prenagen Lactamom*). *Prenagen mommy* is the first type of *Prenagen* product for supporting fetal brain development in pregnant women's womb. According to its official website, this brand has gained its popularity since

1985 as the most preferred milk for pregnant woman. Thus, the writer selects the last version of advertisement of *Prenagen mommy*, namely “*Dian Sastro's Happiest Moment with PRENAGEN mommy*” version.

In this study the writer divides the data source into two sources, there are primary and secondary source. Both of them help the writer to analyze the advertisement deeply.

3.2.1 Primary Data

Finally, the advertisement of *Prenagen mommy* is downloaded from YouTube on April 6, 2014. This advertisement is considered as an official advertisement of *Prenagen* uploaded on June 20, 2013. Next, the writer captured three scenes of advertisement then became images as primary data that analyze by using semiotic theory. There are scenes in 9th, 19th and 25th seconds.

3.2.2 Secondary Data

The secondary data source is obtained through library research, such as journals, and online articles supporting the data in this study.

3.3 Scope and Limitation

This study uses the advertisement of *Prenagen* entitled “*Dian Sastro's Happiest Moment with PRENAGEN mommy*”. In this study, moreover, the writer only focuses on how the commodification of this nutritious milk product occurs in the advertisement. Next, this study also focuses on the scenes that related to the portraying of commodification of nutritious milk. Finally, this study also only

focuses on content analysis, not on the impact of the advertisement, such as consumerism issues.

3.4 Technique of Data Collection

The data source used in this study is the last version of advertisement of *Prenagen mommy*, entitled “*Dian Sastro's Happiest Moment with PRENAGEN mommy*” uploaded into YouTube on June 20, 2013 as an official advertisement of *Prenagen mommy*. To get the data, the writer, firstly, typed *Prenagen* advertisement in the *search* part. Then, the writer looked for the file uploaded officially by *Prenagen*. Finally, the advertisement of *Prenagen mommy*, entitled “*Dian Sastro's Happiest Moment with PRENAGEN mommy*” was found and downloaded by using the supported application to download a video on April 6, 2014.

3.5 Techniques of Data Analysis

After collecting the data, the writer analyzes the issue using descriptive analysis in order to get better understanding of the advertisement. In order to know how the commodification of this nutritious milk product occurs in the advertisement. The writer then uses Barthes’ Semiotic approach as well as commodification theory by Jean Baudrillard.

First, the writer gathers the information from primary and secondary data. Then, the data chosen is analyzed by using Semiotics theory proposed by Roland Barthes. In this study, Barthes’ concept on orders significations is applied in these three messages and myth as following;

1. Linguistic Message

The data includes all words appear in the advertisement. In linguistic messages, it is divided into two, anchorage and relay messages. Anchorages message is the text with an image as an ideological control, while relay is information of product (Barthes, 41).

2. *Non-Coded Iconic Message*

In this level, the denotation meaning of sign is being explored. In this case, the denotative meaning is what the images attempts to provide. It represents visual image as depicting.

3. *Coded Iconic Message*

After describing about denotation meaning of the text, the next level is to analyze the connotative level that is being elaborated in this level. A coded iconic message is called as symbolic message, means in this level will describe which related to ideological and emotional as personal associations .

4. *Myth*

This level is the additional step that performs to reveal all of relation meaning between denotation and connotation. The result is to conclude the representation of pregnancy based on the *Prenagen* advertisement. For Barthes, myth or mythological orders of signification can be seen as reflecting the ideological function related to dominant cultural and historical values, attitudes, and beliefs (Storey, 119).

The result of myths then interpreted using a theory of Jean Baudrillard's concept of commodification. Hence, the semiotic is merely applied as the tool of

analysis to reveal the ideology, not as the main theory or idea in interpreting the data. And the last step is making a conclusion.

The writer sums up this analysis as below:

1. Capturing and Classifying images into the use of the product, the ingredient of the product, and the effect of the product
2. Analyzing the data based on Roland Barthes's semiotics, involving linguistic message, non-coded iconic message, coded iconic message, and Myth.
3. Compiling data result and interpreting all of the findings by using Jean Baudrillard's theory of commodification
4. Drawing the conclusion.