

CHAPTER III

METHOD OF THE STUDY

The object of the study is the advertisement of Djarum 76 "*Pingin Sugih, Pingin Ngganteng*" version. This study analyzed the main data from the important point in the advertisement. The study got the main data from the internet and other supporting data that address the main issue of the study to gain information about the advertisement and the theory of representation.

3.1 Research Approach

The method used in this study was qualitative method. The study use qualitative method to observe and analyze the main issue and the important point in the advertisement that is the representation of Javanese identity in Djarum 76 advertisement "*Pingin Sugih, Pingin Ngganteng*" version. This study gathered the scenes as the main data. There are three scenes and some figures chosen and the data were also being divided into denotative and connotative level through semiotic point of view. The last is to find the meanings that lie in the advertisement using Roland Barthes' theory of semiotic.

3.2. Data Sources

The primary data of this study is an advertisement of Djarum 76 "*Pingin Sugih, Pingin Ngganteng*" version. The primary data of this study is downloaded

from www.youtube.com which lasts about 30 seconds. The primary data classified into three scenes based on the need of this study which considered the representation of Javanese identity through the character “*Djiin*”. The secondary data of this study are all literary on Javanese, semiotics, representation and advertisement. After the data are collected, then the writer described the objects of this study in details. Finally, the writer identified the Javanese myth in the commercial of Djarum 76 “*Pingin Sugih, Pingin Ngganteng*” version.

3.3 Technique of Data Analysis

This study observed the scenes which are divided from the Djarum 76 advertisement “*Pingin Sugih, Pingin Ngganteng*” version considered as the representation of Javanese identity. The scenes were classified based on three categories: linguistic message, coded iconic message and non-coded iconic message. The first is the text that is divided into anchorage (the title) and relay (the transcript) of the advertisement. The coded iconic message shows the brand and logo of Djarum 76 product, taken from two scenes from Djarum 76 advertisement “*Pingin Sugih, Pingin Ngganteng*” version. In the non-coded iconic message, there are appearance of the characters and the body signs of the characters. After the data had been analyzed using semiotics theory, they were analyzed according to three elements: denotation, connotation (as the mental image), and Myth as the ideology in the advertisement.

CHAPTER IV

ANALYSIS