

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Approach**

A qualitative approach was used in this research. According to Robert Stake, qualitative approach is more useful for interpretation and subjective purposes (Stake 20). Moreover, he said that qualitative approach is used to give a particularization or generalization meaning depending on our experiential understanding of the object. Similarly, Amir Marvasti also said that qualitative approach is related to detail, substance and human experience (Marvasti 8). Thus, the findings of qualitative researches, according to Juliet Corbin, are not produced by statistical process (Anselm Strauss, Juliet Corbin 10). As a result, qualitative approach can be considered as the best method to give an interpretation for the analysis in this research

Related to the qualitative approach, the researcher then decided to use semiotics to expand the meaning of several scenes of the advertisement used in this research. It is because semiotics can explore more cultural context rather than the understanding from consumers' side (Keegan 73). Keegan also stated that the importance of semiotics is to explore the meaning and marketing communications, to

look at the structure of the consumer's culture, and to know how the ideology of the brand speaks to consumers.

### 3.2 Data Source

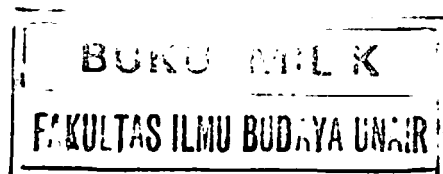
Data source used in this research can be categorized into two sources, namely primary and secondary sources. Both sources are used to gain the complete data in order to get maximum information in this research.

#### 3.2.1 Primary Data Source

The primary data of this research is the advertisement of Terry Palmer entitled *Terry Palmer Official Towel of Miss World 2013*. This advertisement was uploaded officially by Terry Palmer Channel in *Youtube* on 25 September 2013. Terry Palmer is the official sponsor in Miss World 2013 contest that held in Indonesia, broadcasted by RCTI (Okezone). Besides promoting its product, this advertisement also introduces Vania Larissa as a delegation from Indonesia in this contest. This advertisement, finally, was downloaded by the researcher on 24 October 2013.

#### 3.2.2 Secondary Data Source

The secondary sources used involve all previous similar studies, books, online magazines or articles, as well as trustworthy materials supporting this research.



### 3.3 Scope and Limitation

This research only uses the advertisement of Terry Palmer entitled *Terry Palmer Official Towel of Miss World 2013* uploaded on 25 September 2013, though there were some versions of the advertisement of Terry Palmer uploaded officially by Terry Palmer Channel, since this advertisement does not only tries to introduce the Indonesian local product, towel, as well as Vania Larissa as a delegation from Indonesia in *Miss World 2013* contest, but also introduces herself in English language. Thus, the issue of this research is limited to how Indonesia is portrayed through the Orientalism signs in the advertisement. Therefore, the researcher will not discuss about the concept of gender in this advertisement.

### 3.4 Technique of Data Collection

The primary data used in this research is the advertisement of Terry Palmer entitled with *Terry Palmer Official Towel of Miss World 2013* uploaded officially by Terry Palmer Channel on 25 September 2013. To get the data, firstly, the researcher opened *Youtube* channel in [www.youtube.com](http://www.youtube.com), and typed Terry Palmer Channel in the search column. There are actually many videos uploaded by Terry Palmer Channel, but the researcher just opened a video entitled with *Terry Palmer Official Towel of Miss World 2013*. Finally, the researcher downloaded this advertisement on 24 October 2013.

### **3.5 Technique of Data Analysis**

This research uses a descriptive analysis in order to describe each sign appeared on the advertisement. The purpose of using descriptive analysis in this advertisement is to follow the concept of qualitative research in interpreting the object based on cultural context and human experience. The data are then analyzed by using Roland Barthes's semiotics and interpreted by Edward Said's Orientalism.

Three parts in this advertisement is the focus to discuss and determined the result from this research. All these three parts analyzed by the theory from semiotics of Roland Barthes. After that, the researcher finds the meaning from verbal and visual language through language, picture, setting and especially clothe in semiotics to interpret the meaning of Orientalism in advertisement. Especially language and clothe, it is the most important data because it is helpful to understand the advertisement study (Waters). The advertisement decoded with three levels of semiotic which are linguistic message, denotation, connotation, myth. The result processed again with the construction of Indonesian people and cultures through Orientalism point of view.

# CHAPTER IV

## ANALYSIS