

CHAPTER 3

METHOD OF THE STUDY

3.1. Research Approach

The study is mainly focused to find out the female university students' perception of eyes color toward contact lens in print advertisement magazine and intends to explore whether coloring eyes is perceived or not as an important part of beauty among female university students. Since the concept would relate with reasons beyond a phenomenon so it is one of the significances of qualitative method. According to Moleong (1989) qualitative research is used to find reasons that relate to the background of a subject of the research and it is used by the writer to find something in deeply.

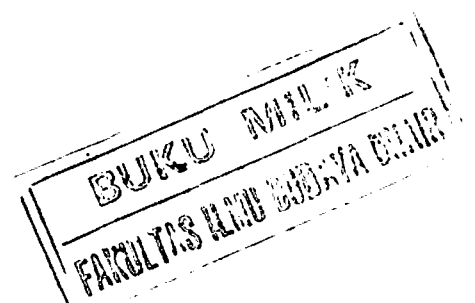
The essence of qualitative research is an unstructured and flexible approach to interviewing that allows the widest possible exploration of views and behavior patterns (Williams 1999, p.9). Qualitative method is used in this study because of deep analysis on how eye color and beauty are presented through contact lens and what the representation is needed an intense interpretation. This method is appropriate to the study since it gives no border between researcher and the object. The data collected from qualitative research differ from large scale survey data in fitting no rigid structure: each interview or discussion covers the same topics, but the

ways in which they are covered and the sorts of information obtained may vary considerably.

The writer's task is to reduce a structure which he then applies to the depth interview for the main survey. It must take account both of the different types of information collected and of the study's overall aims. Qualitative method demands from the writer's blend of perception, objectivity and creativity.

3.2 Population and Sample

Population is a generalization area consisting objects or subjects with certain quality and characteristics determined by the researcher (Sugiyono 2008, p.13). Neuman (2005) states that population is the large pool of person, a group, an organization, a written document or symbolic message even a social action that will be researched in the study. The population of this study is the Airlangga university female students Surabaya at Jl. Darmawangsa Dalam. The writer will focus mainly at urban female university students as the population due to some considerations, first, because they are the target market of many contact lens product advertisements. It is proven by the use of female models aged around 18-25 years old in the advertisements. See the picture.





Pic 1.9 Agnes Monica and Sherina for Contact lens' Ambassador

The second reason is because the age of university students. The age of university students are around 18-25 years old. Erickson states that the age 18-25 years old are categorized as emerging adulthood. In emerging adulthood period, females pay attention more to their physical appearance (Santrock 1998, p.440). By paying more attention to their physical appearance, the writer assumes that there would be willingness for the woman to beautify their appearances. For instance, by concern about their appearances especially their eyes' color.

Surabaya, as the urban city is chosen because it is the second largest urban areas in Indonesia in which according to *infoberitaterbaru* in its article titled 10 most largest populated cities in Indonesia placed Surabaya in the second number of the largest city after Jakarta with 3.282.156 people. By Surabaya becoming Indonesia's number two largest city and because of Surabaya is the second largest city in Indonesia, the people are diverse so it will give variations of answers that the writer find them helpful for the study. It is expected that this study will give contribution to

represent some female university students' perception about coloring eyes toward contact lens in Surabaya and Indonesia as well.

The choice of 16 students as respondents are considered enough to get the information. 16 students as respondents is chosen by the snowball sampling. The writer of this study divided the respondents into two categories; first categories is 11 female university students as contact lens' users, second categories is 5 female university students as non-contact lens' users..

3.3 Corpus

Kartini magazine was chosen as a corpus because the writer takes the contact lens' advertisement from this magazine in 23 August–06 September 2012 edition and this magazine was chosen because it is a famous female magazine in Indonesia and has number one readers in 2012 according to *infoberitaterbaru.com*. The name of the magazine itself taken from the name of the first activist woman movements in Indonesia 'R.A. Kartini'. The advertisement from this magazine attached by the writer when do the depth interview with the respondent.

The writer used the advertisement of "*Sentuhan Tradisi*" beauty spread in *Kartini* magazine. The writer found an interest in this advertisement because these advertisement shows a beautiful woman using a traditional clothes from Indonesia usually called as 'Kebaya'. Here, the title itself 'Sentuhan Tradisi' shows the model

not only has a white skin, black and long hair, sharp nose, but there is an additional; eyes color, the eyes color is not black, but became hazel brown. The picture below is the advertisement used by the writer in depth interview.



Advertisement in *KARTINI's* Magazine, 23 August-06 September 2012

3.4 Technique of Data Collection

In this study, the writer used the technique of data collection using depth interview. The writer used in depth interview to collect the data in which the writer did an unstructured interview that seeks opinions, feelings, behavior of respondents on a one-on-one basis. Depth interview involved in deepness questioning of an individual about her interest in or experience with the product or object, in this study is how female university students in Airlangga university interest in contact lens. The benefit here is that the writer can get really into depth when the respondent says something interesting, the writer can ask her to elaborate the reason.

The interviews were held in about twenty until thirty minutes. According to Moleong (1989) interview is a conversation with certain purpose, "The conversation is done by two people, the interviewer who gives questions and the interviewee who give the answer of the questions". Interview is needed to be done because the purpose of this study is to gain understanding of the respondents to a phenomenon of contact lens as consumption and identity. Interview in this study is overt interview so the subjects knows that they are interviewed and know what the purpose of the interview is (Moleong 1989). The arranging of manual interview is done before the research begins. The main points are not questioned in chronologically. "The interview and the chronological questions are adapted by the condition and the characteristic of the respondents" (Moleong 1989).

The questions in the interview explored about the contact lens and beauty perception and the purpose behind its consumption. The method of interview can be a tool to check the validity of the resulted data in a qualitative approach to have better qualitative analysis of the data in a purpose to get reliable evidences of the study.

In this study, the writer used depth interview to find the real perception about contact lens in female University students of Airlangga University. The Interview had been held on-28 November and 5 December 2012. The respondents were sixteen students from UNAIR. Interview was held in the canteen, Galery FIB, Rodo Coffee Shop. The questions were designed by following the theory of consumption and identity by Jonathan Friedman. There were also additional questions developed by the main questions related to the responses shown by the informants. In depth interview, the writer followed the procedures and adopted from previous study. After doing the interview, the writer obtained positive responses as most of the respondents could understand and share their perspectives that could indicate their perceptions about eyes color towards contact lens. The interview usually lasted for ten to fifteen minutes.

Sixteen students had answered the question from interview to find out the answer of the statements of the problems. The writer chose sixteen students as his respondents and divided into two groups, group number one consist of eleven informants as contact lens' user and group number two consist of five informants as non-contact lens' user. The contact lens' users are chosen by the condition if they

wear a colored contact lens in their daily activities and wear it more than ten hours or more than a day. Also the informants are chosen because they have more than one color of their contact lens. Non-contact lens' users are chosen because they have an experience and know well about "beauty stuff" such as modeling, beauty pageant, etc. Since this study is about the colors of contact lens and beauty perception toward contact lens, the writer feels that the best way to catch the real perception about it is through someone who wears it and someone who knows about being beauty in their daily life.

3.5 Technique of Data Analysis

All of data that has been obtained through in depth interview analyzed using interpretative analysis. The recorded data from depth interview compiled and transcribed. The data gathered from depth interview is the data that contain of the reason of female Airlangga university students' perception therefore the transcribing the data; the writer categories the data into part based on theory of consumption identity, to ease the writer analyze later. Based on the result, the writer used it as one of the indicators to conclude whether consumption and identity appears or not among female university.

The writer compiles the data achieved from depth interview than the writer will analyze the data gathered from depth interview. This step is aimed to complete and

strengthen the whole data. As a finale of the step, the writer concluded all of the findings of all the collected data about female university students' perception in eyes color toward the using of contact lens show on *Kartini's* print advertisement. The writer divided the result into three categories influenced by the encoding-decoding by Stuart Hall: Hegemonic, Negotiated and Oppositional than the writer of the study interpreted the result of female university students perception toward contact lens on *Kartini's* advertisement using Friedman's consumption and identity.

CHAPTER IV

DISCUSSION