

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1. Research Approach**

In this thesis, the writer uses the qualitative approach. According to Dörnyei (2007:37), qualitative research works with a wide range of data including recorded interviews, various types of texts (for example field notes, journal and diary entries, documents), and images (photos and videos). This approach is suitable for this study because the writer analyzes videos. The main characteristic of a qualitative approach is its *emergent* nature. This means that the research aim is kept open and impermanent, so that it can respond to new information in the research. A study of multimodality brings new details in analyzing videos; therefore, it reflects the main characteristics of qualitative approach. The videos consist of various types of texts as the study is related to multimodality. The multimodality includes words, actors, colors and background music.

#### **3.2. Source of Data**

The data of this study are taken from advertisements that are aired in Indonesia televisions. The number of these advertisements is too big to be analyzed. Thoroughly, therefore, to make more focused research, 'a qualitative study must have a sampling plan describing the sampling parameters (participants, settings, events, processes)' (Dörnyei 2007:126). In this research, the writer uses the purposive sampling to take a sample. The criteria used to take the sample are

as follows: (1) the products advertised are from the same producer or manufacturer, (2) the products are aimed at a particular gender, (3) the advertisements contain the multimodality aspects, i.e. words, actors, colors and background music.

Based on the purposive sampling technique, the writer chose three pairs of advertisements. The first pair of advertisements is manufactured by Unilever. The advertisements are *Clear Women Anti Hair Fall Tonic* and *Clear Men Anti Hair Fall Tonic*. The second pair of advertisements is manufactured by Nutrifood. The advertisements are *WRP Body Shape commercial filmed at CF VIP Club FX Jakarta* and *L-Men Hi-Protein and L-Men Platinum*. The third pair of advertisements is manufactured by L'Oreal. The advertisements are *Garnier Light Complete Cream* and *L'Oreal Men Expert White Active Oil Control*. Consequently, there are six advertisements analyzed in this thesis.

### **3.3. Technique of Data Collection**

There are two steps in collecting the data. First, the writer downloaded the television advertisements from YouTube. The following are the procedures to download the advertisements:

- a. Type the keywords in YouTube search box, and click search, we will see several results.
- b. After selecting the right result, we will be able to see the video advertisement and the link address.

- c. Copy the link address and paste it in the address box of the website [en.savefrom.net](http://en.savefrom.net)
- d. We can select the type of data to download (e.g. FLV 360p, FLV 720p, MP4 360p, MP4 7720p, audio, etc.)
- e. After selecting the type of data, we can automatically download the video advertisement.

The second step in the data collection, after downloading the advertisements, is that the writer makes the transcription of the six advertisements by using the multimodality transcription. According to Domingo (2011:227), in a multimodality transcription, we divide the data into eight parts. They are time, landscape, gesture, written language, spoken language, visual effects, sound effects, and color. One example the extract of the multimodality transcription according to Domingo (2011) is presented in table 3.1. The complete transcriptions can be seen in Appendix 1.

### **3.4. Technique of Data Analysis**

As a modality analysis, the writer analyzes the features in multimodality scope. These are by then divided into eight, i.e. choice of words, actors, colors, images/moving images, writings, gesture, speech and background music. In analyzing the data, the writer follows four steps. The first is to compare the choice of words in the advertisements for females and males, in order to determine the differences and if there are any possible similarities. The second is about the actor

with the confrontation of who the actors are in the advertisement, whether they are a movie star, a famous comedian, a model, and why the actor represents the advertisements. The third is about colors, i.e. how colors transform the idea of the product and can be persuasive for the consumers. The fourth is what the images/moving images function in the advertisement. The next analysis will discuss the meaning of the writings inscribed in the advertisements. Then do the gesture and speech carry meaning in the advertisements. The last is about the background of music, what kind of music that is more preferable for males and for females.

After analyzing the multimodality features, the writer interprets the result by comparing with the theories and previous research. The results are supposed to cover the use of language between different gender, i.e females and males. The language used by different genders includes the choice of words and grammar. The language of advertisements which impacts the use of language used by the actors and/or narrators is also included in the analysis. Since the use of language in advertisements sometimes changes the stereotyping of females' language and males' language.