

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Method of the Study**

This part discusses about research approach, population and sample, technique of data collection, and technique of data analysis.

#### **3.2 Research Approach**

The research approach of this study is qualitative approach because the writer did in-depth interpretation of the signs in the advertisements and the result is “determined by context and individual perception of meaning” (Jackson 12). It is used because the writer has an intention to analyze messages which exist in Slickboy Deluxe advertisements. Semiotics is also used in this study considerably as one of the qualitative approaches since it concerns with signs, and the stories and myths surrounding the society (Keegan 98). Thus, semiotics is used because this study tends to interact with symbols or signs in the advertisements. It means that the writer concerns with historical background and culture related to any signs in the advertisements in order to reveal the meaning of signs.

### 3.3 Population and Sample

The population of this study is advertisements of Slickboy Deluxe. Slickboy Deluxe is a new Indonesian pomade brand released on September, 27 2013. It is produced by Bali clothing factory, RMBL which abbreviation is “Rumble” owned by I Gede Ari Astina or well known as JRX, the member Indonesian famous punk band, Superman Is Dead (Rumble Cloth Bali).

There are five advertisements of Slickboy Deluxe had been posted on the official website of RMBL cloth Bali ([xrmblx. Co/rumble\\_cloth\\_bali/](http://xrmblx.Co/rumble_cloth_bali/)) and official *Facebook's* account of RMBL cloth Bali (<https://www.facebook.com/xrmblx.co>) from September 27, 2013 to September 14, 2014. The official *Facebook's* account followers of RMBL cloth Bali are 138.974 people, and 50.217 people are talking about RMBL cloth Bali. Those fives advertisements become the population of this study.

The writer then chose three of five advertisements of Slickboy Deluxe according to the highest number of “like,” comments, and shared of each poster on Facebook. The first poster gained 350 likes, 59 comments, and 100 shared. The second one gained 276 likes, 10 comments, and 14 shared. And the third one gained 177 likes, 12 comments, and 38 shared. The two lowest like posters gained 90 likes, 9 comments; no shared and 36 likes, no comments and shared less than 100 likes. It becomes a consideration for the writer not to choose those posters as the samples, and it indicates that the two posters which got the lowest likes may not give great impact to the spectator. In short, there are three advertisements of

Slickboy Deluxe pomade to be analyzed which also become the sample of this study. These data were taken on September, 14 2014.

### 3.4 Technique of Data Collection

There are four steps in collecting data to be analyzed. The first step is searching pomade distributed in Indonesia by visiting some local online shops which provide all brands of pomade whether local or import ones. The second step is sorting out the local pomade and import pomade. Here, the writer more focuses on the local pomade product. After getting several brands of local pomade, the third step is searching out the official website of pomade in order to find the trusted advertisement, but it is not made by a fan. In this step, the writer chose official website and official *Facebook* account of RMBL because it is the only local pomade which has an official website and account. The last step is choosing three of five posters provided in official website and *Facebook's* account of RMBL. This selection is based on the highest number of "like" of each poster. The first poster gained 348 likes. The second gained 274 likes, and the third gained 173 likes. Those three posters are the main data to be analyzed because the two remaining posters just gained 82 and 34 likes. These data were taken on April, 24 2014.

### 3.5 Technique of Data Analysis

After all the posters have been collected, the writer analyzes linguistic messages, non coded-iconic messages, and coded-iconic messages in the advertisements. To find the linguistic messages, the writer analyzes all words in the advertisements in order to explain the meaning or intention behind the words in advertisements. The linguistic message works on the level of connotation and denotation. Next, to find the non coded iconic messages of the text, the writer analyzes all images containing no additional meaning. It is also described as the message without code since it works on the level of denotation. Then, to find the coded iconic messages or symbolic messages, the writer analyzes all images containing additional meaning. All of visual signs can be analyzed based on the color and pose. This message works on connotative level. After finding those three messages, the fourth step reveals the myth which exists in the advertisements. The writer tried to relate myth to the social, cultural, and politics condition in Indonesia because Slickboy Deluxe is local pomade. Finally, the last step is applying the theory of masculinity in order to interpret the data.