

CHAPTER III

RESEARCH METHOD

With the purpose to gain deeper analysis of the research, this chapter focuses on explaining how this research is conducted. The first part discusses about the research method applied in this study. The second part of this chapter is data source description that explains the sources used in this study. Next, population and sampling used in this study are explained in detail. Then, in the next part, the writer explains the method of data collection followed by method of data analysis. Finally, the last part discusses about scope and limitation of this study that are explained in order to avoid broad analysis in this study.

3.1 Research Approach

The aim of this study is to reveal the representation of urban female teenagers' fashion trend in Sonia Eryka's fashion blog *A Diary of: The Riotous Belle*. In achieving the aim, this study uses qualitative approach to analyze the data. Bodgan (1975) stated that qualitative method is a research which produces descriptive data in the form of written and or spoken words from people and behavior which can be observed (Moleong 4). Adopted from Creswell's book, Qualitative approach is exploring and understanding the meaning of individuals or groups ascribe to a social or human problem. The process of qualitative research involves the emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively builds from particulars to general themes and the researcher makes interpretations of the meaning of the data (Creswell 2009, p. 4). In Qualitative approach there are several strategies to

conduct the research. The strategies of inquiry such as ethnography, grounded theory, case studies, phenomenological research, and narrative research (p. 13)

Furthermore, in order to be able to analyze the representation of urban female teenagers' fashion trend in a fashion blog deeply, this study uses semiotics analysis to sharpen the data analysis. Through the famous work of Roland Barthes titled *Mythologies*, Barthes introduces the concept of sign and symbol. The approach used in this study is the two orders of representation and meaning in productions; *denotation, connotation*.

3.2 Data Source

There are two types of data sources used in this study; primary and secondary data. According to Khotari, (1985) stated that the primary data are the data that are collected from the first time which has not been subjected to process or any other manipulation (11). Therefore, the primary data used in this study are photographs which purely unedited photograph from Sonia Eryka's fashion blog *A Diary of: The Riotous Belle* with the domain name <http://soniaeryka.blogspot.com>. In the Sonia Eryka's fashion blog, there are a lot of photographs taken by Sonia Eryka about her daily outfits and her traveling journal. Those pictures are posted in randomly period, since she does not have definite time to write and post in her fashion blogs. As the primarily data of this study, the writer chooses photograph of Sonia Eryka's which are posted in each month during July until November 2013. This period is chosen by the writer related to Sonia Eryka's tripped to America. Therefore, the writer chooses two months before and two months after her participation in New York Fashion Week

2013. New York Fashion Week is a prestigious fashion event in this world gather the designers, fashion bloggers, and models from many countries and until today, it still becomes fashion orientation for many people in the world. For each month, the writer picks one photo which gets much attention indicated by the number of comments from the readers. Meanwhile, secondary data of this study are any reliable sources including books, journals, and articles to support the data.

3.3 Population and Sampling

Fashion blogs, sometimes called as personal fashion blogs or personal style blogs is blogs whose authors or the bloggers post pictures of themselves to document their outfits as a regular basis. The authors of fashion blogs use fashion blogs to display their new acquisitions, their rediscovery of an old piece of clothing, or their new way in mixing things together in their body. The authors or the bloggers usually feature themselves in their bedrooms, their living rooms, their gardens, even in a rooftop of building. The setting where the photos taken is often unadorned, with the props minimal (Racamora 410). From all fashion blogs existing in Indonesia, the writer takes Sonia Eryka's fashion blog. In Sonia Eryka's fashion blog, most of the photos are taken in the rooftop of building and outdoor area.

The sampling of this study taken from the photos of Sonia Eryka's fashion blog uploaded in the period between July until November 2013. The reason why the photos data sampling taken from that period because Sonia Eryka attended New York Fashion Week in September 2013, so it is assume give impact for her style in her blogs. The writer picks the period of two months before and two

months after she went to New York Fashion Week that is on July and August, followed by October and November. Its purpose is to see the possibility of New York Fashion Week influences Sonia Eryka's fashion blog that then will represent specifically urban female teenagers' fashion trend.

Population of this study contain with all photographs in the Sonia Eryka's fashion blog during July until November 2013 that are amount 75. For each month, Sonia Eryka posts two until four titles in her blog, that contain her outfits, photos and others topic discussions about fashion. Each title contains three to seven photos of Sonia Eyka in the same outfits but in different poses. In this study, the writer picks one photo for each title based on the highest number of comments from the readers.

There are four photos as the sampling for this study. The first photo has a title *Avalanche, Oh Avalanche* posted in 24 July 2014 and got 22 comments from the readers. Second, the photo has a title *Desperate Society*, posted in 03 August 2013 and got 44 comments among the readers. Third, the photo has a title *Roaring Trade* which posted in 21 October 2013 and got 40 comments. Last, has a title *Roar* posted in 26 November 2013 and had 37 comments on it. The followings are the four photos as the sampling of this study.



Figure 3.1: The Photo of “Avalanche, Oh Avalanche” that posted in the A Diary of: The Riotous Belle in 24 July 2013



Figure 3.2: The Photo of “Desperate Society” that posted in the A Diary of: The Riotous Belle in 03 August 2013



Figure 3.3: The photo of “Roaring Trade” that posted in the A Diary of: Riotous Belle in 21 October 2013



Figure 3.4: The photo of “Roar” that posted in A Diary of: Riotous Belle in 26 November 2013

3.4 Method of Data Collection

Primary data was taken from Sonia Eryka's photographs in her fashion blog *A Diary of: Riotous Belle* with domain name <http://www.soniaeryka.blogspot.com>. There are four photos of Sonia Eryka's picks by the writer as the data of this study. In the process to gain the data, first the writer observed Sonia Eryka's fashion blog entirely. Then, the writer collects the photos on the period from July to November 2013, except September because in September, Sonia Eryka was in America for the New York Fashion week. In each month, from July to November 2013, the writer picks one photo which attracts attention, indicated by the highest comments of the readers.

To support the primary data the writer also collects the secondary data from literary reviews, journal article, and books of semiotic and fashion. These books and journal articles will contribute a lot of information about the development of fashion and fashion blog as the supporting data in this study and of semiotics as the theoretical lens.

3.5 Method of Data Analysis

The method of data analysis has several steps before going into the analysis, findings and conclusion. First, the writer gathers the information from primary and secondary data. The primary data, in the case are four photos from Sonia Eryka's fashion blog in period July to November 2013 are analyzed applying the Semiotics theory proposed by Roland Barthes. In this thesis, Barthes's concept on orders significations is used followed by myth. The following are the steps for

analyzing the representation of urban female teenagers' fashion trend in Sonia Eryka's fashion blog.

5. *Analyzing Linguistic Message*

The data includes all phonemes, letter words, in these photos that can be treated as signs are analyzed. It is commonly the type of message that present in the image or the fashion blogs (Barthes 155-157).

6. *Analyzing Non-Codec Iconic Message*

In this level, the writer analyzes the denotation meaning of the photos. Thus, the denotation meanings of signs are being explored. As mentioned above, denotation is the literal meaning of a text. It is used to obtain direct understanding about the image and message of the fashion blogs without concerning any broader social code (Barthes 157-160) or in other word, non-coded iconic message.

7. *Analyzing Coded Iconic Message*

After describing denotation meaning of the photos, the next step is analyzing the connotative meaning. It could only function if it is related to broader sign system in the society (Barthes 160-163) or in other word, coded iconic message.

8. *Analyzing Myth*

This step is the final step to draw the meaning deeper, based on the previous steps of analysis. A myth helps us to make sense our experiences within a culture (Barthes 123-126).

After explaining the image or data in details, the writer then made a general interpretation. Last, the writer draw the conclusion of the analysis.

3.6 Scope and Limitation

The writer analyzes the work to interpret how urban female teenagers' fashion trend represented through Sonia Eryka's fashion blog *A Diary of: The Riotous Belle*. In terms of doing research, the writer has limitation of this study. The primary focus of this research is the portrayal of Sonia Eryka toward urban female teenagers' fashion trend focuses in the outfits without make up of Sonia Eryka's. This study only focuses on textual analysis of the representation of Sonia Eryka photos that uploaded in her fashion blog *A Diary of: The Riotous Belle*.

The focus of the analysis is only four photos that are chosen based on the numbers of comments in the blog. Those photos are also limited on the period during July until November 2013, except September, those are two months before and after Sonia Eryka's participation in New York Fashion Week.