

## **CHAPTER 3**

### **METHOD OF THE STUDY**

#### **3.1. Research Method**

This study will be a qualitative research since the writer would like to find out what male university students perceive about masculinity in “L-Men Gain Mass” commercial. The reason of using qualitative approach is to explain human behavior and attitudes, with supports of variables, constructs, and attitudes (Creswell). Qualitative approach is also useful in avoiding generalized hypothesis (Mason). In this study, theory of hegemonic masculinity supported by masculinity in sports will be used to analyze male university students’ perceptions toward the masculinity in “L-Men Gain Mass” commercial.

#### **3.2. Data**

The respondents interviewed by using in-depth interview method will be the subjects in this study. The primary data in this research are two, the “L-Men Gain Mass” commercial and opinions of the male students of Universitas Airlangga. The writer wants to seek their responses about the commercial. These male students, alongside with the commercial, will also become the object for this study. The secondary data will be literary works from library, such as: books, thesis, and journals

related to the main topic of this study. They are important in gaining more information and accuracy in this qualitative research.

### **3.3. Population**

The population in this study is the male students of Universitas Airlangga. The reason of choosing them is to find out perspectives and opinions among them. The students' ages are among 19-24, which is in the phase of mental development. It will influence their thoughts and opinions about ideal concept of masculinity which would differ from one to another (Arnett). Moreover, they fulfill one criterion about adulthood which is making independent decisions (*Ibid*). There will be students who agree with the masculinity concepts in the commercial, while the others do not. The writer chooses Universitas Airlangga not only because it is the largest university in Surabaya and the oldest university in East Indonesia (Unair). Moreover, it is situated in the midst of Surabaya, where the circulation of mass media like advertisements and commercials is intense; and its students have access to popular media like commercials.

### **3.4. Sample**

Purposive sampling is one kind of qualitative research, but it deals with the researcher's considerations before doing the sampling because it depends on the context and the nature of the research (Palys). This sampling needs the writer's

strategy/ies in deciding the respondents match with the writer's purpose. The writer chooses the respondents who fit the best with the object analyzed in this study, which deals with masculinity in "L-Men Gain Mass" commercial. Because the writer would like to get respondents' opinions about masculinity in the commercial, the writer considers that male students will be the best respondents because they have knowledge about masculinity and "L-Men Gain Mass" commercial. Besides, the commercial is aimed to male audiences, so male students are among them. Purposive sampling will be used in this study to find the most appropriate samples based on the writer's criteria, which will be fifteen male students in Universitas Airlangga because this study focuses in masculinity in the commercial. In addition, fifteen respondents are the smallest acceptable sample for all qualitative research (Bertaux). The writer does purposive sampling because the writer wants to seek respondents appropriate with the criteria of the writer. These criteria are:

- male students of Universitas Airlangga year 2011 to 2013
- having access to mass media, including commercials
- having knowledge about either "L-Men Gain Mass" product or commercial
- having knowledge about either "L-Men Gain Mass" product or commercial; or experiencing in consuming "L-Men Gain Mass" product
- member of fitness club or sports club (optional)

### 3.5. Technique of Data Collection

The selected scenes from L-Men Gain Mass commercial which shows masculinity will be the text of this study. The writer watched the commercial in the television, then found one L-Men Gain Mass commercial in a range of January to June 2014 and recorded it. Population is the whole commercial itself, which has duration 30 seconds. The samples are selected scenes of the commercial which are considered to be related with concepts of masculinity. The writer will first show the respondents the recorded commercial. After it, the writer will conduct an in-depth interview with them. In-depth interview is a method of gaining data from respondents by interviewing them and by asking questions related to the topic being analyzed. In-depth interview is done because the writer would like to find the responses from male students in Universitas Airlangga so the results will not be subjective, because the data are gained from respondents.

The interviews were conducted in Universitas Airlangga Campus B on May 11 to May 12, 2015. The writer interviewed fifteen male students of Universitas Airlangga who have knowledge of “L-Men Gain Mass” commercial and record the interviews by using recorder device on the writer’s cellular phone. Shortly, the steps of interviews are explained below:

1. The writer recorded the commercial from the television
2. The writer planned to show the recorded commercial to the respondents and asked their opinions about the masculinity elements in it

3. The writer determined the criteria of the respondents
4. The writer found the respondents in Universitas Airlangga, showed them the commercial and interviewed them by using recorder device in May 11 and 12, 2015

The writer asked questions to them about the masculinity in “L-Men Gain Mass” commercial. Below are the list of questions:

1. How is your opinion about “L-Men Gain Mass” commercial?
2. Do you agree or not with the illustration of masculinities in the commercial?  
Give your own reasons.
3. If you disagree, how do you think of ideal concept of masculinity? Especially based on your experiences with your environment.
4. According to yourself, what is the definition of masculinity?
5. Do you really want to have similar appearances like the model in the commercial?  
Do you regularly do exercises, like fitness, etc.?

### **3.6. Technique of Data Analysis**

After collecting the data, analysis of the data is done to determine what are they thinking of the masculinity represented in “L-Men Gain Mass” commercial, and their impression about the masculinity of doing sports in the commercial by using Connell’s Hegemonic Masculinity theory combined with the theory of masculinity in sports.

The data will be categorized into several groups. They would include audiences' opinions about masculinity in "L-Men Gain Mass" commercial, which will be categorized again into their similarities or differences. Then, interpretation of findings will be analyzed by using hegemonic masculinity and masculinity in sport. The interpretation will cover not only the results of interviews, but also the writer's interpretation about masculinity in the commercial. Both theories will be applied to interpret both audiences' opinions about masculinity in "L-Men Gain Mass" commercial and the process of hegemonic masculinity in the commercial. The steps of analyzing the data are described below:

1. The writer transcribes the recorded interview with respondents
2. The writer categorizes their opinions and makes a mapping based on their opinions about the masculinity in the commercial
3. The writer interprets the findings and analyzes them by using the theory of hegemonic masculinity and masculinity in sports
4. The writer draws conclusion