

Chapter III

Methodology

3.1 Research Method

This is a descriptive analytical interpretative study. Descriptive study aims primarily at gathering knowledge (i.e description and explanation) about the object of the study but it does not modify the object (Linggasari, 2015, p.35). It is used to explore the fact with appropriate interpretation. This study analyzes the pictures, words, colors, symbols, clauses and nominal groups in *Lucedale* posts. A social semiotic by Gunther Kress and Theo Van Leeuwen is used to analyze the visual text, while Systemic Functional Linguistic is chosen to reveal the beauty myth and beauty concept on *Lucedale* blog posts in the written text.

3.2 Source of the Data

The source of the data of this study is two posts that consist of twelve images and two texts in *Lucedale's* beauty category: *Beauty/The White Beauty Translucent Pinkish White* which consists of six pictures; and *Revlon Ultra HD Lipstick: Product Review*, which consists of six pictures. The two posts are chosen purposively that only focuses on the pictures and texts that show how the blogger gives the tips and tricks for beauty to the readers. The data are the pictures, colors, symbols, and clauses that represent the beauty myth.

3.3 Data Collecting Procedure

1. Observing the blog posts
2. Identifying the focus of the data by reading the whole beauty category posts in the blog.
3. Choosing 2 posts from 10 posts purposively; the posts that show how the blogger gives the tips and tricks for beauty to the readers
4. Choosing 12 pictures of the 2 posts purposively; the pictures that show how the blogger gives the tips and tricks for beauty to the readers
5. Identifying the visual elements of the blog posts: pictures, symbols, text, and color found in each picture
6. Identifying the textual elements of the blog posts: sentences and clauses

3.4 Data Analysis Procedure

Step 1: Analyzing the Visual Text (for each image):

1. Analyzing the visual text based on the representational metafunction.
2. Interpreting the structure and processes of the representational metafunction.
3. Drawing pre conclusion of the analysis based on representational metafunction.
4. Analyzing the visual text based on the interpersonal metafunction.
5. Interpreting the basic features and processes of interpersonal metafunction.

6. Drawing pre conclusion of the analysis based on interpersonal metafunction.
7. Analyzing the visual text based on the compositional metafunction by integrating the representational and interpersonal metafunction.
8. Interpreting the basic systems and elements of the compositional metafunction.
9. Drawing pre conclusion of the analysis based on compositional metafunction.

Step 2: Analyzing the Written Text (for each blog post):

1. Analyzing the words, phrases, clauses, and sentences in the written text based on the transitivity system of ideational metafunction;
2. Interpreting the words, phrases, clauses, and sentences in the written text based on the material, mental, relational, existential, behavioral, and verbal process of transitivity system of ideational metafunction;
3. Drawing pre-conclusion after interpreting the words, phrases, clauses, and sentences in the written text based on the material, mental, relational, existential, behavioral, and verbal process of transitivity system of ideational metafunction;

Step 3: Integrating the Analysis of Visual Text with the Analysis of Written Text (for all images and articles)

1. Comparing the similarities and differences of the visual texts

2. Drawing the pre-conclusion based on the similarities and differences of the visual texts;
3. Comparing the similarities and differences of the written texts
4. Drawing the pre-conclusion based on the similarities and differences of the written texts;
5. Integrating the results of the analyzed visual texts and the analyzed written texts;
6. Interpreting the result.
7. Drawing the final conclusion.