CHAPTER III

METHODOLOGY

3.1 Design of the Study

This is a descriptive analytical study. The data are taken from five *Women's Health magazine* from July to December 2014. The study will be conducted by using social semiotic by Kress-Van Leeuwen which the system is adopted from Halliday for the visual text and Systematic Functional Linguistic: Nominal Group and Transitivity by Halliday for the written text.

3.2 Source of the Data

The data source will be taken from five *Women's Health magazine* US edition during July to December 2014.

3.3 Data of the Study

The data is the visual text and the written text in *Women's Health magazine*. The object of the study is analyzing representation of women's body image in *Women's Health magazine*.

3.4 Data Collecting Procedure

1. Searching several magazines that shows women's body image such as Health, Fitness and Fashion magazines.

2. Choosing the issue which is represented on the covers of Women's Health magazine.

3. Categorizing the magazine editions based on similar issue

4. Identifying the images, color, text of the choosen covers

3.5 Data Analysis Procedure

1. Identifying the data using Representational Metafunction such as how the model on the cover relate to all articles featured.

2. Identifying the data using Interpersonal Metafunction such as how the producers distance the participant and the viewers.

3. Identifying the data using Compositional Metafunction such as the text's value around the participant on the cover and its size and color.

4. Combining the result from visual text and written text.

5. Interpreting the issue found.

6. Drawing conclusion.