

CHAPTER III

METHODOLOGY

This chapter consists of research design, data and data source, instrument of the study, data collecting procedure, and data analyzing procedure. The explanation of each part is presented below.

3.1 Research Design

The study uses descriptive analytical method. It examines the facts, in this case the concept of happiness fabricated in *Bridestory*'s website. The collected data are textually analyzed with semiotic model by Roland Barthes, whilst the text production and text consumption will be analyzed by Stuart Hall's encoding-decoding model of communication.

3.2 Data and Data Source

1. Data of the Study

The data of the study are text (written, in the form of words, phrases, clauses, sentences and visual texts) and interview.

2. Data Source

There are two data sources:

- a. *Bridestory*'s notable weddings articles which are taken from *bridestory.com*.

The titles are:

No.	Title	Publication Date
1.	Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta	November 8 th , 2016
2.	The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar	September 22 nd , 2015
3.	The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik	September 2 nd , 2015
4.	Samuel Zylgwyn and Franda's Romantic Pre-Wedding Shoot	July 1 st , 2016

- b. Transcription of *Bridestory*'s Editor in Chief and readers' interview.

3.3 Instrument of the Study

The interview questions are conducted to the Editor in Chief of *Bridestory* as the Producer on April 26th 2017 at *Bridestory*'s Office and fifteen visitors of Bridestory Fair 2017 that was held on February 10th – 12th 2017 at Sheraton Grand Jakarta Gandaria City Hotel as the consumer.

3.4 Data Collecting Procedure

The researcher collected the data by these steps as follow:

Textual Stages:

1. Browse Indonesian online wedding services.
2. Select the wedding websites with English version.
3. Sort out the notable wedding category in the blog.
4. Sort out the same wedding theme articles in notable wedding category.
5. Determine the articles in notable wedding categories with its most frequent numbers of visitors.
6. Select four out of twenty nine articles.
7. Choose one article from dreamy wedding theme.
8. Choose one article from traditional wedding theme.
9. Choose one article from rustic wedding theme.
10. Choose one article from pre-wedding shoot.

Text Production Stages:

1. Design the questions of the interview sheet.
2. Contact the Editor in Chief of *Bridestory* in order to ask her to be interviewed.
3. Ask her several questions about her opinion towards wedding celebration, wedding industry, and *Bridestory* itself.
4. Ask her several questions related to the three stages of encoding process; frameworks of knowledge, relations of production, and technical infrastructure of *Bridestory*'s blog.
5. Ask her several questions about the four chosen notable weddings articles.
6. Record her answers with a mobile phone recorder.
7. Transcript the recorded interview.

Text Consumption Stages:

1. Design the questions of the interview sheet.
2. Determine the criteria of participants to be engaged based on the target reader of *Bridestory*'s blog:
 - The gender : male or female, mostly female.
 - The age : 22-35 years old.
 - The status : engaged couple or future bride.
 - The English skill for daily communication
3. Choose fifteen visitors of Bridestory Fair 2017 who meet the criteria using a purposive sampling technique.
4. Ask them several questions about their opinion towards wedding celebration, dream wedding, wedding online services, concept of happiness, and *Bridestory* itself.
5. Ask them to read the article.
6. Ask them the questions that will lead to the theory of decoding's three positions; The Dominant-Hegemonic Position, The Negotiated Position, and The Oppositional Position.
7. Record their answers with a mobile phone recorder.
8. Transcript the recorded interview.

3.5 Data Analyzing Procedure

The researcher conducted the study by these steps as follow:

- a) Analyze the visual and written text using Barthes' semiotic;
 1. Analyze eleven images as visual text using Barthes' primary and secondary signification.
 2. Analyze four written text based on the keywords of each articles.
 3. Integrate the result of visual and written text's analysis.
 4. Interpret myth represented in the concept of happiness in the text.
- b) Analyze the transcript of Editor in Chief as an encoding process and transcript of readers as decoding process;
 5. Analyze the meaning produced by *Bridestory* on the four articles.
 6. Determine the three stages of encoding process; frameworks of knowledge, relations of production, and technical infrastructure.
 7. Interpret how *Bridestory* construct the happiness through the articles.
 8. Analyze how the readers receive meaning of the article.
 9. Determine the three position of decoding process; The Dominant-Hegemonic Position, The Negotiated Position, and The Oppositional Position.
 10. Interpret the relation of text production and text consumption.
 11. Integrate the result of textual analysis and encoding-decoding process.
 12. Draw a conclusion.