

CHAPTER III

RESEARCH METHODOLOGY

This chapter intends to discuss the research methodology used to help the researcher reveal the concept of youth in cigarette advertisements as well as to discuss the data collection procedure and the techniques used in analysing the data.

3.1 Method of the Study

This study is conducted by using descriptive analytical interpretative method, which is a part of qualitative research. Descriptive analytical study is a method in which to describe and analyse in order to provide an adequate understanding of the topic of a research (Ratna, 2006:53). Qualitative research is a process of understanding the object of the research by the writer with using four main features of qualitative research, they are: a focus on natural settings, an interest in meanings, perspectives and understandings, an emphasis on process, and inductive analysis and grounded theory. In this kind of research, the writer's perspective becomes the main part to interpret meanings in order to gain understanding the object of the research (Woods, 1999: 2).

The researcher uses Semiotics theory by Charles Sanders Peirce to find the representamen and interpretant of the objects being analysed in order to reveal the youth concept in cigarette advertisements.

3.2 Data

The data of this study are images, colours, and texts in Chesterfield, Newport, Philip Morris, Winston, Lucky Strike, and USA Gold advertisements that contain the youth concept.

3.3 Data Source

The data sources of this study are six cigarette advertisements that contain the youth concept. The advertisements are Chesterfield, Newport, Philip Morris, Winston, Lucky Strike, and USA Gold.

3.4 Data Collection Procedure

1. Collecting printed cigarette advertisements.
2. Selecting advertisements that indicate youth concept.
3. Identifying the images in the selected printed cigarette advertisements.
4. Identifying the colours in the selected printed cigarette advertisements.
5. Identifying the texts in the selected printed cigarette advertisements.
6. Classifying the images, colours, and texts on the basis of denotative and connotative meaning.

3.5 Data Analysis Technique

1. Analysing the images, colours, and texts of the advertisements.
2. Analysing the signification process based on the interpretant and representamen of Peirce theory of semiotics.
3. Making table of analysis of the cigarette advertisements.
4. Making interpretations on the findings of the youth concept based on the representamen, and interpretant.
5. Drawing a pre-conclusion based on findings.
6. Drawing a final conclusion based on the pre-conclusion of system semiotics.