

CHAPTER III RESEARCH METHOD

This research method discusses the methodology used in this study. It consists of several parts dealing with research design, data sources and data analysis. The research method should help the writer gain access to the research methods used in this thesis.

3. 1 Research Design

This design of this research is a qualitative approach to describe the semiotic of the denotative and connotative significance of 3 beauty products in advertising in the United States, including lipstick of Maybelline, the foundation of Revlon, and night cream Estee Lauder. The researcher used a qualitative approach because the author is interested in studying how in 3 honest market advertising there are designations and connotations, such as myths, and how the advertiser. This research did not focus on advertising in general, but on denotation and connotation, so the researchers limit themselves to research problems.



3. 2 Data Sources

The object of this research is three beauty product advertisements from the United States, namely: Maybelline New York, Revlon, and Estee Lauder. The research data use signs consisting of verbal signs and non-verbal signs, and analyze using Roland Barthes's semiotics theory. Source of data in the form of this sign, consisting of words and images. The details of the data are provided below:



1. Maybelline New York

In this Maybelline advertisement with entitled Maybelline New York version "Gigi Hadid New Super stay Matte Ink" Published on Youtube official Maybellinenewyork (2022) accessed from <https://youtu.be/t7z7bF-M-WA> duration 15s with starring actress by Gigi Hadid. This advertisement promotes lipstick products. For data sources, there are 4 verbal signs with pictures accompanied by voice transcripts as follows:

No	Picture	Words	duration
1		From Maybelline New York	00:01
2		Superstay Matte Ink	00:02

3		No Transfer	00:08
4		Try new superstay matte ink and ink crayon birthday edition	00:12

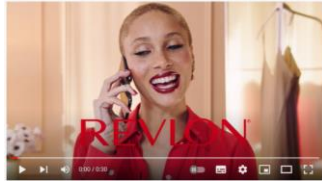
There are 2 non-verbal signs which are shown in the following picture:



Picture 1		00:05
Picture 2		00:08

And there is an utterances “Made to keep to the party going up to 16 hours wear”

2. Revlon

In this Revlon advertisement with entitled Revlon version Revlon Ultra HD Vinyl Lip Polish Published on Youtube official Revlon (2019) accessed from <https://youtu.be/8cJfaVr7BH0> duration 30s. This advertisement promotes foundation products. For data sources, there are 3 verbal signs with pictures accompanied by voice transcripts as follows:

No	Pictures	Words	Duration
1		Revlon	00:01

2		New Revlon UltraHD Vinyl Lip Polish	00:05
3		Intense Color	00:11

There are 4 non-verbal signs which are shown in the following picture:

Picture 1		00:02
Picture 2		00:08
Picture 3		00:15
Picture 4		00:22

3. Estee Lauder

In this Estee Lauder advertisement with entitled Estee Lauder Pure Color Illuminating Shine Lipstick Published on Youtube official Estee Lauder (2021) accessed from <https://youtu.be/XQB5IKp3jas> duration 30s with played by a models. This advertisement promotes lipstick products. For data sources, there are 5 verbal signs with pictures accompanied by voice transcripts as follows:

No	Pictures	Words	Duration
1		Estee Lauder	00:01
2		Super Shiny	00:06
3		Super Sexy	00:07
4		You're Brilliant	00:20
5		New Pure Illuminating Shine	00:25

There are 2 non-verbal signs which are shown in the following picture:

Picture 1		00:09
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The selected object is chosen because it attracted the author's attention to the semiotic of using language in advertisements. The author has taken beauty advertisements from the United States because of course the culture of the people is still very diverse. The second point of emphasis is the selection of data based on two types of meaning: denotative and connotative meanings. Then, by looking at the indicators that appear in the advertisement, certain questions arise, such as what kind of characters and myths are depicted in the meaning of signs in beauty advertisements, and what results are generated in them.

3. 3 Data Collection and Analysis Procedure

According to Creswell (2013, p. 146), it is a process that involves a series of overlapping activities that gather information to respond to the emerging research problem. The research data is taken from components in the beauty product of Maybelline New York, Revlon, and Estee Lauder containing texts, pictures, and utterances. There are some steps that the writer applied to collect the data. the researcher searching the data that is used. Then, the researcher watched the 3 beauty product videos on YouTube including Maybelline New York, Revlon, and Estee Lauder. The last, the researcher identified the video and collected all data about verbal signs, Non-Verbal signs, and utterances.

According to Patton (2002) states that in qualitative research, data analysis is the process of organizing a sequence of data into a pattern or category based on a basic description. Data analysis is used to examine data gathered from field notes or other sources of information. Following the collection of data, the process of organizing and categorizing the data into patterns begins. The following is a quick overview of the steps taken during semiotic analysis:

1. Determine the semiotic model employed, notably Roland Barthes' semiotic model, by semiotic model categorization.
2. Classification of data, identification of signs, and reasons for using these signs by considering semiotic elements in pictures, words, and utterances.
3. Data analysis is used to discuss the meanings of denotation and connotation.
4. Drawing conclusions, assessing the data found, discussing and analyzing during the study.

