# **Chapter III**

**Research Method**

Methodology is one of way in a reserch in order to get knowledge and understanding from the object that being observed and how do the knowledge and understanding itself fulfilling the purpose of the writer’s research. (Hoed : 2014)

In his book Semiotik dan Dinamika Sosial budaya, Benny H. Hoed also explains that methodology has three levels, those levels are; the Paradigm that’s used, the Method that’s picked, and the Technique that’s used.

What the writer concluded from the book is that, the semiotic research method rests on a qualitative methodological paradigm. To sort the data in the research, the writer can classify it into auditive data, text, audiovisual data, visuals, artifacts, and social behavior. Whereas in semiotic research, it tends to use more qualitative paradigms, which are methods that classify data on auditive, textual, and audiovisual data. As in what the writer is going to use for the methology in this reserch, that is qualitative method.

1. **Design of the Research**

Research design is plans and the procedures for research to detailed methods of data collection and analysis. Research design is needed to integrate all of different elements and components of the study in a structural way (Creswell : 2009). The data that the writer is going to be collected would be taken from the primary data that are two videos entitled I Seoul U, so that the data is going to be presented are from words (script) and pictures that are taken from screenshot of each scene that consider having signs in it. There are several necessary steps before and during the research was being done. The first one is the writer submitted some research titles to English Department Pasundan University. After a title chosen by the institution out, the writer made a proposal and presented it. The writer was collecting the data of the research by some steps, these are the following steps ;

* The writer watched two advertising video that has a main title of ‘I Seoul U’ with the sub-title of BTS’ Life in Seoul and With Seoul by BTS repeatedly.
* Marking and taking notes of signs that has been found from each video.
* Take screen shot from each scene of the video that has signs in them.
* Categorizing the elements of signs into the theory of Triadic Semiotics by Peirce.

The writer analyzed the data after categorizing all the signs into representamen (sign) then looking up references while trying to catch the meaning recollected from the signs in every videos. Then making conclusion out of it.

1. **Method of the Research**

The writer is going to use qualitative method in this research by observing the video. Qualitative method is well known by its purpose that has a correlation with understanding social aspects and its method that is producing words rather than numbers as a data analysis. According to Sugiyono (2011), Descriptive qualitative research method is a method based on the philosophy of post positivism, used to examine natural conditions of objects, (as opposed to experiments) where researchers are as key instruments, sampling data sources conducted by purposive and snowball, collection techniques with tri-estimation (combined), data analysis is inductive or qualitative, and qualitative research results emphasize the meaning rather than generalization.

As one of the characteristics of writing a research using this method, the whole research is going to be written by using analytical descriptive technique because of the result will be conveyed through text and pictures so that it could give a clear explanation about a problem and reality systematically.

The writer decided to use qualitative method because of the result of this study is going to be presented in an explanation form. The writer will make a break down explanation of every scene that shows up in the video and every line presented in the back sound of the video. The writer is will be capturing every picture that shows up and attach it in the findings and discussion chapter.

Qualitative method is what the writer assumed as the ideal method to use in this research, for its characteristic that is more likely to be flexible and could be unlimited because the writer could use any kinds of sense that has a correlation in observing the data for being processed in the study that will then be taken the result from.

1. **The Procedure of Data Collection**

*Seoul Tourism Organization* VisitSeoulTV Channel on YouTube showing an advertisement about tourism destination in Seoul through the video. The tourism advertisement video is consist of 2 categorization of videos in one main title that is I Seoul You. The first video has been uploaded in Visit Seoul Tv channel on September 2017 with the title of BTS’ Life in Seoul and the other one is December 2017 with title of With Seoul by BTS. writer assumed that these tourism advertisement videos are supposedly support of one to another, being seen from the target of its target audience.

The advertisements are come in the form of video. The first one have about one and a half minute in the duration, and the second one is about five minute. By reading the lyrics translation of With Seoul by BTS that is the soundtrack song of Seoul Tourism advertisement, and seeing the visuals in the video advertisement itself, the writer would try to identify the signs in the inside of it that is trying to be conveyed by the advertisement to the audience.

The writer took *I Seoul U* videos as the objects of this research by making a breakdown explanation of semiotics by Charles Sanders Peirce on his Semiotic Triadic. Approaching technique that is going to be use is also by Peirce that is Icon, Index, and Symbols that will then be analyzed by the meaning deeply through the explanation that describe signs, object, and interpret result. Every interpretant, copy, and script is going to be explained for every scene in the video. Interpretant contain the writer interpretations, copy is the caption or marks that appear in the frame, and scripts contain either lyrics or dialogue in the videos.

The writer is directly taking a role as a data collector and researcher. The writer watched two advertising video that has a theme of ‘I Seoul U’ with the title of BTS’ Life in Seoul and With Seoul by BTS repeatedly. The next one was the writer marking and taking notes of signs that has been found from each video. After that, the writer took screenshot from each scene of the video that has signs in them and put that in a table of data analysis. The writer then categorizing the elements of signs into the theory of Triadic Semiotics by Peirce. The last things are the writer look up to the reference to check the literary review, the writer analyze the data based on the recollection of signs and elements that has been underlined and found before, the last one, the writer sum it up into the conclusion.

The kinds of data in this research is divided by primary and secondary. Primary data is the kind of data that is collected directly from the real source, that is qualitative data that comes from verbal data and visual from tourism advertisements *I Seoul U*. Secondary data is the kind of data that’s collected by the writer indirectly in the form of research data by the books references, internet resources, and other works such as journals and papers.

1. **The Technique of Analyzing the Data**

The writer observed the videos first by watching it several times, then taking notes of what is the elements that build up un spoken meaning in the videos then make a break down from each video into scenes. Before the writer elaborate the analysis of each scenes, the writer mentioned the data analysis through tables to give information to the reader what was explained in the next point. There are going to be three points that the writer sorted each scene into representamen, copy, and script. In representamen point, the writer explained the activity and elements that could be seen in the video. In copy, the writer mentioned any writing aspect from the frame, such as captions of the title and such if there is any, and in the script the writer mention dialogues or lyrics from the video.

In the first video the endorser that in this case, BTS shows the way they live and seem to have fun in Seoul that the writer assumed as the representation of the amusement that the people in Seoul could have. In the second video, the writer assumed that BTS becomes both BTS as the citizen that stay in Seoul and BTS as an Idol. The video also shows how BTS seem to ask their fans or Korean people to come to Seoul just like what they do by putting an analogy to a girl in the video. With Seoul by BTS made with Korean Language. This language might not be understood by all of the people in the world, since it could be understood by those who understands Korean language. Therefore, this advertisement came with subtitled version which lyrics has been translated into English language.

In the other side, all of the advertisements have to be made or even understood by using a language or a sign that is having the same meaning both for the maker and receiver, that in this case, the audience. Semiotic is one of the things that is matter in daily life. Peirce defined a sign as “*something which stands to somebody for something*”.

In semiotic definition by Peirce, signs and the meaning of it do not count as a structure, but a cognitive process. He calls this process as a semiosis. Semiosis has three stages, one of the stages is representing the signs through the senses (Benny Hoed: 2014). Means that semiotic is use to catch a meaning of an object. Where as the advertisement maker that in this case, the producer is the one who try to deliver the message by his work in the advertisement and received by the audience or viewer once the advertisement is out. The writer will try to catch the meaning in the video using a triadic method from semiotic by Peirce. For the fact that the video comes as motion picture and the analysis would be based on visual aspect of the scene in the video, the writer is going to attach it to the paper by taking some screen shots that represents almost every move and scene that contains the objects in it.