

## **Chapter III**

### **Research Methodology**

#### **3.1 Research Design**

The writer divided this research into three part: preparation, implementation and reportation.

##### **1. Preparation**

###### **a. Determine the Research Title**

The first step of the preparation is determine the title of the research. The title is determined after the researcher knows the main problem of the object to be studied. in this paper the title taken was "an analysis meaning and message of the songs in Copeland's album". The determination of the research title is very important because it can find out the object of research, what subjects will be studied, where is the research location, the objectives to be achieved and the objectives.

###### **b. Determine the Research Problems**

In this paper the writer want to find out the song writer's mission or goal in creating the song. The research problem is a guideline for research activities. In research, problems play a role in directing research activities. Without the formulation of the problem, researchers will have

difficulties in the implementation and writing of their research.

c. Determine the Research Objectives

Research objectives can direct writer to achieve the goals and targets to be achieved. This research is intended to find out the meaning and moral message contained in Copeland songs. The writer objectives consist of main objectives and secondary goals. The main purpose is closely related to the title and problem of research, while the secondary goal is very dependent on the personal desires of a researcher, in other words more subjective for researchers.

d. Submit the Proposal

The writer submits a proposal with the arrangement in the form of chapters, with the systematic writing of chapter 1, chapter 2, chapter 3 and bibliography. In this proposal, the writer can freely explain the topic to be raised. Furthermore, when the writer has finished the proposal report, there will be a proposal examination.

## **2. Implementation**

In this part the writer must finding the data according to the object study and research problem. in this case the writer collects data by read and translating the entire song on the copeland's Album. Next step is determine

and analyze the moral message and meaning of the song. This data collection is done to obtain information needed in order to achieve the research objectives. Research Implementation is made as a reference in determining the next steps that must be taken to make research conclusions.

### **3. Reportation**

The writer finished the research in the form of paper as a result from the analysis of the moral message and meaning contained in Copeland's song. The purpose of a Reportation section is to present and illustrate the writer findings. Make this section a completely objective report of the results, and save all interpretation for the discussion.

#### **3.2 Research Method**

This study will use qualitative methods. because qualitative methods can be regarded as a process based on the understanding that investigated a social phenomenon and human problems. Creswell (2007) says that "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The research builds a complex, holistic pictures, analyzes words, reports detailed views of informants, and conducted the study in natural setting." therefore qualitative methods are suitable for use in this research

In conducting this research, the writer used descriptive qualitative approach. The qualitative method was a research procedure which result in

descriptive data including written and oral word from the research objectives whether it is from society or books. The writer studied the meaning and message contained in the lyrics of Copeland's album entitled "You Are My Sunshine".

Unfortunately, it describes the data in the form of words and uses the text of the lyrics to be analyzed. Therefore, this research was descriptive qualitative because it depends very much on narrative descriptive. Qualitative approach took because this research was in discussing.

The other research method used in this study is semiotic method. Semiotic analysis is a research technique for literature study which tend to lead more to the source of message reception. This research is categorized into interpretive and subjective research because it relies heavily on the writer's ability to interpret text or marks associated with ideological, cultural, moral and spiritual values. In this study, researchers tried to unravel the meaning and message carried by Copeland's songs.

This method is considered very suitable for the use to examine a literary work in the form of a song in accordance with its origin of this method which used to be the god to convey the divine message through oral and written discussion, in the song as well as there is a message or religious value conveyed. (Nyoman Kutha Ratna, 2009)

### 3.3 Data and Source of Data

The data sources of the research are the text of the lyrics on copeland's album entitled "You Are My Sunshine".The writer analyzed meaning and message of the song. The lyrics used the data source in this research are :

NO	Title	Album
1	Should You Return	You Are My Sunshine
2	Chin Up	You Are My Sunshine
3	The Grey Man	You Are My Sunshine
4	The Day I Lost My Voice	You Are My Sunshine
5	Not Allowed	You Are My Sunshine
6	To Be Happy Now	You Are My Sunshine
7	Fire Eater	You Are My Sunshine
8	Strange And Unprepared	You Are My Sunshine
9	On The Safest Ledge	You Are My Sunshine
10	What Do I Know	You Are My Sunshine

This research choosed ten lyrics based on one album because those songs were contained on this album are popular, the writer took the data from internet social media.

### **3.4 Technique of Data Collection**

The writer collected the data in following step. First, the writer reading all the data sources and observing all of it, Observation aims to get data about a problem and to obtain an understanding or as a means of proof of information obtained previously. Second, writer selected the appropriate songs in copeland's album entitled "You Are My Sunshine". Next, The writer chooses ten lyrics covered in the song.

The last, the data to be arranged systematically in accordance with the research focuses. To arrange the data, firstly, the writer defined about the meaning of life and moral message

### **3.5 Technique of Data Analysis**

After the data was be collected, the writer analyzed in the following steps:

- First of all, the writer read the data. Secondly, writer find out the meaning with one by one this word. In analyzing the data, writers will take several steps
- Appreciate the object of study as a first step in understanding the lyrics of the songs entitled by following the story line of the lyrics. Therefore writer can find what message to be conveyed by the songwriter to the listeners.
- Second is splitting the research object. In this case, the lyrics will be divided into a few lines to look at the signs of which are used by the

composer in a message to the object of research. This is done, in order to interpret the symbols representing the message to be conveyed by the songwriter

- Interpret the meaning of these signs from the perspective of writers
- Combining the findings of these signs by analyzing the situation and social conditions when the song was created and taking a conclusion based on the analysis done before.
- Finally, The writer drew the conclusion based on the result.