

Chapter III

Research Methodology

3.1 Research Design

The writer uses qualitative research method as a way to collect data related to this research, the data collected comes from the lyrics of Olivia Rodrigo's Album Sour and other supporting sources. Then, the writer collects slang words and phrases by taking important data, then all the data that has been collected and analyzed according to the type will be described and arranged in a table in the data description of this research. Qualitative method is used in this research to get a new perspective on things that are already known and to get more understanding of the process of slang formation used in song lyrics.

Qualitative research, according to Moleong (2017), is a study that aims to understand a phenomenon about what is experienced by a person. Understand a phenomenon about what is experienced by research subjects, such as perceptions, behaviour, actions, motivations, and others, holistically using descriptions in the form of language and words in a special context. And words in a unique natural context by utilizing various natural methods.

The writer takes objects on the song lyrics from Olivia Rodrigo's Sour album, which is a pop- rock music genre song produced by Dan Nigro. A way or procedure

used to Source data for this research can be obtained from Olivia Rodrigo's Sour Album; the author will choose eleven song lyrics; the research method is a way or procedure used to process, present, collect, and analyze data to develop broader knowledge or solve a problem. The writer used the qualitative method in this research. According to Alwasilah (2002) "The results of qualitative research are not to seek generalizations, but to seek a deeper understanding of a case by collecting and analyzing the data obtained." The author uses qualitative methods because the data obtained are not in the form of numbers but in the form of words that require deeper understanding.

In this research, the writers conducted complete research. Data was collected from various online media (YouTube, website, Twitter, and Spotify) and song lyrics books, which relates to the need to obtain more detailed information to support the content of this research. The writer uses song lyrics from the album Sour Olivia Rodrigo as the main data source. The content of the song contains important information for the subject matter being analyzed.

3.2 Data Source

The data source of this research obtained from the album Sour by Olivia Rodrigo, the witer choose eleven song lyrics:

- Brutale
- Déjà vu

- Traitor
- Driverl license,
- 1 steps forward 3 steps back
- Good 4 u
- Happier
- Enough for you
- Hope ur ok
- Jealousy jealousy
- Favorite crime.

3.3 Technique of Data Collection

The technique of data collection is document analysis which is through:

- The first, writers chose a song written by Olivia Rodrigo for the album Sour and accessed it from Spotify and YouTube. Then, the writer listened to the song one by one from evelen songs.
- The second, the writers made a transcript for the song lyrics on Olivia Rodrigo's Sour album, which will read every lyric to be analyzed based on the type of slang words, which will then be grouped according to their type. After collecting it, the writer will first find out the meaning of the slang word before analysing the word formation process.

- To conclude, After the slang words are grouped, it will then be analysed how they are formed based on the morphological processes and theories chosen by the author.

3.4 Data Analysis

In the next stage of this research, the writer analyses the data through:

- The first, each transcribed song lyric obtained from Olivia Rodrigo's official Youtube channel will be analyzed and collected based on the type of slang words. In addition, the data will be classified into types of slang words according to Allan and Burrige (2006). This process is to answer the first question of the research, What type of slang words are most used in songs lyrics in the SOUR Album of Olivia Rodrigo?
- The second, Find out the meaning of each slang found in the lyrics of the song sour olivia rodrigo album, based on trusted slang dictionaries available online such as English Academy, Cakap and Merriam Webster, besides that the author also uses an English slang dictionary book.
- The next process, the types of slang words that appear will be analyzed morphological analysis, based on the theory of the word formation process proposed by O'Grady (1996). This process is to answer the second question of the reseach, How is the formation of slang words in songs lyrics in the SOUR Album of Olivia Rodrigo based on morphological studies?

- The next process the writer will explain how the formation process of slang words is based on slang theory and morphology.