

## **Chapter III**

### **Research Methodology**

#### **3.1. Research Method**

Three different approaches were utilised by the researcher in order to carry out the analysis, which are as follows:

##### **1. Identification**

Recognition of the data by the researcher according to the categories of metaphors, with a particular focus on literal and non-literal interpretations of metaphors, in order to make the process of data classification simpler.

##### **2. Characterization**

To make the categorization of data easier. Characterization is a technique that is utilised to simplify the process of data classification. Characterization based on identification is a technique that is utilised to simplify the process of data classification.

##### **3. Classification**

The researcher recognized and classified each variety of metaphors during this phase of the examination. This was accomplished by taking into consideration a number of the components that were associated with each specific type of metaphors.

The researcher analysed the data of metaphors used in all of the songs on keshi's mini album “*bandaids*”, by taking into consideration the

classification of metaphors. This was done in order to determine the percentage of metaphors that was used in each song.

### **3.2. Research Design**

The researcher used the descriptive qualitative method for this study to analyzed and described the data of metaphors discovered in keshi's song lyrics on his album entitled bandaids. The research design is the researcher's method for undertaking this study in order to obtain a thorough comprehension of the research object as well as to assess and figure out the research problem. According to Creswell (2018:51) defines qualitative research as

*“...an inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting”.*

All of the material presented up until this point implies that human conduct is significantly influenced by everything around it, and it also suggests that the meaning of human existence depends on the environment around it, and is therefore intricately attached to a large number of social, historical, political, and cultural factors. Investigation is constantly restricted by a particular context or set of circumstances as a direct result of this fact. The goal of qualitative research is to achieve a deeper level of insight concerning the goals of a subject. It would appear that there is not a method for determining what might take place in the potential future that is dependent entirely on the context of an extraordinary or exceptionally

separate event. This is because it is impossible to know what might take place in the possible future. Through the provision of in-depth and particular descriptions of locations, conditions, and participants, qualitative research takes place with the intention of gaining a deeper understanding of the social phenomena that are being investigated. Within the parameters of this discussion, it is possible to draw out that qualitative research incorporates the points of view of human participants and executes data analysis on subjects in their natural environments.

Because the subject to be investigated in this research is a metaphors, that was found in keshi's song lyrics from his mini album, the descriptive qualitative method was chosen as the appropriate research approach by the researcher. The metaphorical language in keshi's song lyrics on the "*bandaids*" mini album is the primary source of the data used in this study. For the purpose of this thesis, the researcher used the selected song lyrics from all five tracks on keshi's mini album or extended play (EP) titled "*bandaids*" as primary data sources. Because the data in this study was provided not in the form of statistics but rather as a group of letters, the researcher chose to engage in descriptive qualitative research. This decision was made because the data in this study were presented. The researcher will act as the primary tool for data gathering and analysis in this study. The primary focus of this study will be on capturing and analyzing the various forms and meanings of metaphor that are found in song lyrics.

The goal of the descriptive qualitative method is to provide a factual and systematic description of a location, fact, or population depends on the subject of the research chosen by the researcher. Data identification, collection, and analysis are the systematic process to reach the goals using the descriptive qualitative method. The evaluation in qualitative research are centered around with the result of the collected data and recognizing the result of revealed data.

On the other hand, Because of the different principles and goals, the quantitative method are not utilized in qualitative research. The quantitative method focused on numerical data, whilst the qualitative method prioritizes the depth understanding in phenomenas, exploring meanings, interpretation of the data and context rather than measuring variables or creating hypothesis based on numerical data. Qualitative method offers the versatility to investigate the phenomena, subjective interpretations and uncover the hidden meanings behind the data for the specific research limitations and objectives.

### **3.3. Technique of Data Collection**

This study investigated the metaphorical language and stylistics employed by keshi in the song lyrics for his Mini Album “*bandaids*” by obtaining data through content or document and object analysis. The following procedures have been developed to ensure a more systematic method to collecting the data, the steps are:

1. The researcher listened, searched, viewed, and read the entire song lyrics from the bandaids (written in lowercase) mini album.
2. The researcher provides an identification of the hidden meanings that are associated with various types of metaphors, which is contain a melancholic expression in the song lyrics the album.
3. The researcher gathered particular examples of metaphor, that were utilized in the compositions of keshi's selected song lyrics from his album.
4. The researcher describes how metaphors is used to portray a melancholic expression in the album.
5. The data are written down by the researcher, and then begins to divide them into divisions according to the selection.

#### **3.4. Technique of Data Analysis**

To provide answers, construct hypotheses, or submit a new investigation, the researcher must organize everything she or he has seen, heard, and studied. The following measures should be taken to make the input analysis process more systematic:

1. Categorized and organized the types of metaphors which is found in keshi's selected song lyrics on bandaids album.
2. Identified and observed the sorts of metaphor which is found in keshi's chosen song lyrics on bandaids album.
3. Determine the meanings of metaphor that contain a melancholic expression depending on its classification which is found in every song lyrics from keshi's bandaids album.

4. Created an explanation and conclusion based on the outcomes of the data analysis. The researcher listened to the whole “*bandaids*” mini album on the digital music platform Spotify, and the data was obtained from AZlyrics.com and Genius.com.