

Chapter III

Research Method

3.1 Research Design

In this research, the writer used the descriptive qualitative research method. According to Taylor (2015) the qualitative method is a research approach that focuses on gaining a deep understanding and interpretation of social phenomena. This method aims to uncover the subjective meanings and understandings from the perspectives of individuals, groups, or communities under study. In qualitative research, data is collected through direct interaction with participants and involves gathering text, images, sound, or physical objects as data. The qualitative approach provides researchers with the opportunity to comprehend the strengths and complexities of a phenomenon by considering its broad and unique context. Instead of seeking generalizations and measurements that can be applied universally, the qualitative method places more emphasis on in-depth knowledge and understanding from the viewpoint of the involved subjects.

Similar to the explanation from Alwasilah (2005) qualitative method is an approach in research that aims to understand and describe phenomena in their natural and complex contexts. This method is used to gain a deep understanding of subjective, interpretative, and complex aspects in a situation or phenomenon. Qualitative method focuses on research that emphasizes the qualities, meanings, and experiences inherent in a phenomenon. In qualitative research, the researcher directly engages with participants and collects data in

the form of words, narratives, pictures, and observations. This data is then analyzed inductively to generate a deep understanding of the studied phenomenon.

3.2 Research Method

Based on what the researcher analysed, the primary data that will be used in this research is the lyrics on Who Cares Album by Rex Orange County's. In order to find the representation as the main goals of this research, the researcher must first find the meaning hidden within the lyrics of the chosen songs in Who Cares Album itself using types of figurative language by Geoffrey Neil Leech. After the meaning of the lyrics analysed, then can find the meaning of the lyrics. Therefore, the purpose of the research design is to being a tool to understanding of the variety and meaning of figurative language.

3.3 Technique and Procedure of Data Collection

In this research, the researcher is the main tool for collecting information. Therefore, qualitative researchers need to test their credibility regarding how far they are willing to conduct research and directly engage in the field. Maxwell (2013) emphasizes that qualitative research design should be interactive, and data collection tools should allow for adaptation during the study.

3.4 Technique of Data Analysis

The researcher has one kinds of theories that are used to analysis the research. The first one is the figurative language concept by Leech (1969).

The writer follows specific steps to collect the research data:

1. Analyzing the figurative language in Who Cares Album by Rex Orange County includes to 11 song lyrics using figurative language concept by Geoffrey Neil Leech.
2. Analyzing the meaning of the song lyrics in Who Care Album by Rex orange County.