

Chapter III

Research Method

3.1 Research Design

Research method is a crucial component in the research process. The researcher can find solutions to the issues that are the subject of their study by employing a particular research methodology, thus the writer will use a qualitative descriptive method for his research. According to Neomaugwu and Val (2017:20) “Qualitative research is the study of the nature of phenomena, which includes their quality, different manifestations, the context in which they appear, or the perspectives from which they can be perceived, but excludes their range, frequency, and place in an objectively determined chain of cause and effect, qualitative research typically includes data in the form of words instead of numbers”.

According to Tracy (2020:30) “Qualitative researchers purposefully examine and make note of small cues in order to decide how to behave, as well as to make sense of the context and build larger knowledge claims about the bigger picture”. It can be concluded that researcher that uses qualitative method will have to pay attention to a small cues and understand the context.

From the explanation above, the writer will choose to employ a qualitative descriptive approach because the data to be evaluated consists of written data that comes in a form of words. The writer also have to pay attention to every single type of figurative language that appears in Bruno Major’s songs especially those selected songs that the writer had mentioned in chapter 1.

3.2 Technique and Procedure of Data Collection

According to (Morgan & Harmon, 2001) stated that “Research approaches or designs are approximately orthogonal to the techniques of data collection, and thus, in theory, any type of data collection technique could be used with any approach to research”. Therefore the writer employed textual or visual analysis to gather the data, and then followed by these procedures:

1. Search for the song lyrics on the internet.
2. Read the selected songs lyrics.
3. Figuring the kinds of figurative language contained in the song lyric.
4. The writer looks for words or phrases that use figurative language and attempts to understand what each figurative term means.

3.3 Technique of Data Analysis

This study analyzes the use of figurative language in song lyrics using content analysis. In order to understand human behavior, content analysis focuses on examining and interpreting recorded material. Public records, textbooks, letters, movies, recordings, journals, topics, reports, and other papers can all be included in the content. Typically, content analysis starts with an issue that the researcher believes document analysis would best address (Ary et al., 2009:29).

To analyze the data, a number of processes were followed. The writer starts by classifying the figurative language that may be found in the lyrics of the chosen Bruno Major songs. Second, the writer explains the significance of each use of figurative language in the lyrics after classifying them into the

relevant categories.

The writer will also use the theory of figurative language by Kennedy to help classify the types of figurative language in the songs that have been selected and elaborate the meaning of each figurative language that exists.

3.4 Content Analysis

This study examines the use of figurative language in the chosen song by the song's author. The writer will follow a few procedures to get the information needed for this study:

- a. Decide what kind of figurative language in these songs: We Were Never Really Friends, The Most Beautiful Thing, The Show Must Go On, Places We Wont Walk, To Let A Good Thing Die, Regent's Park, Wouldn't Mean a Thing by Bruno Major.
- b. Carefully listening and do an intensive reading for the lyrics of the selected songs and analyze every sentences of the lyrics used.
- c. Gathering and selecting the song lyrics for the chosen songs, as well as conducting library research to support the study.

3.5 Research Instrument

The writer is the primary information-gathering instrument in this study. Qualitative researchers must thus assess their willingness to undertake study and work direct in the field in order to establish their credibility by observing the related document. In order to support their own research, qualitative researchers collect the necessary data. Information is gathered

exclusively using the researcher as an instrument (Creswell & Creswell, 2018).

Relevant literature is necessary for every study subject and project. In every article, the author initiates by outlining prior research to define and evaluate the research area, so motivating the study's objective and substantiating the research question and hypotheses. This is commonly known as the "literature review" (Snyder, 2019:334)

The writer is using literature review for the secondary instrument because in writing a scientific article, a number of literature is needed that supports the writing or research that the writer is doing. To get this literature, we can get it by reading, understanding, criticizing and reviewing literature from various sources. A literature review plays a very important role in writing a scientific article or essay, where the literature review provides ideas and objectives regarding the research topic that the writer will carry out.