

CHAPTER III

RESEARCH METHOD

3.1 Research Approach and Design

In this research, the researcher used qualitative research to conduct the research in a way to understanding social or cultural phenomena using non-numerical descriptive data. This method emphasizes on gathering and evaluating in-depth, detailed, and contextual information in order to acquire insight into the meanings, experiences, and perspectives of individual. It helps in analyzing and clarifying the types and meaning of Rodrigo`s Album Lyrics “Guts” (Figurative Language Analysis). According to Creswell (2014:10), Qualitative research is defined as "a research approach that aims to understand phenomena from within the perspective of participants, focusing on meaning and context" and is an in-depth approach to studying social and cultural phenomena from the perspective of research participants. This in-depth insight is achieved through direct observation, in-depth interviews, and text analysis.

Furthermore, Creswell (2018: 32), defines qualitative research as a way to investigating and comprehending the meaning of individuals or groups in relation to social or human problems. This means that qualitative research investigates a group's culture and identifies how the community's development and participation in these activities is an important component of data collecting. Hanuraman (2016: 27), provided another explanation of qualitative research, which describes the object of

research through interpretative procedures of meaning from non-numerical data on a focus of the object under study, such as verbal data, through qualitative descriptive analysis techniques, thematic analysis techniques, and or phenomenological analysis techniques to reveal certain phenomena objects. The qualitative approach method's final conclusion is presented through a description in a written report. As mentioned by Creswell (2018), because the data is in the form of text, descriptive qualitative research is used. Furthermore, the data used in this study was not statistically analyzed. This research employs a theoretical perspective as a general guide to the research subject and is frequently used at the conclusion of a study.

Based on the explanation above, the results of this research are presented in a qualitative research approach and descriptive design. Qualitative descriptive approach is a method that solves the actual problem by collecting data, clarifying data, analyzing data, and interpreting data. The researcher can conclude that this research of analysis figurative language of Olivia Rodrigo's album lyrics "Guts". The theories in this research are about figurative language meanings, as well as some other theories that are relevant to the research. In addition, the data of this research are presented in the form of song lyrics.

3.2 Research Instrument

Research instruments are tools or devices used by researchers to collect, measure, and analyze data in a study. It is important because it ensures the data collected is valid, relevant, and reliable to the purpose of the research. Research instruments depending on the type of research, the approach, and the data required. According to Alan Bryman (2016), in his book entitled "*Social Research Methods*", defines research instruments as tools used to collect data needed for social research. These instruments can include questionnaires, interviews, or other measuring devices designed to effectively measure variables. Bryman emphasizes that the research instruments used must be valid and reliable so that the research results can be trusted. In addition, Crosswell (2014), defines research instruments as tools used to systematically collect data in research. These instruments can be interviews, questionnaires, tests, or observation tools that help researchers obtain information relevant to the research question. The instruments used also must be valid and concrete to ensure accurate and consistent data.

In this research, the researcher is the main instrument in collecting the data needed by applying theories, interpreting the data based on the general meaning of the song lyrics, interpreting the data based on the way how Olivia Rodrigo expresses figurative language, and the last making conclusions based on data analysis.

3.3 Data and Sources of the Data

The source of this data is based on the song lyrics of Olivia Rodrigo's album. The Data is a group of words related to Olivia song lyrics that are considered figurative language. According to Loflan, as stated by Lexy J Moleong in the book "*Qualitative Research Methods*," the primary source of data used in qualitative research is words and acts. The source of the data in questions come from everything that is required for research and can be used to obtain research data. According to Ibrahim (2015: 68), data sources in a study are classified into two categories such as primary and secondary data.

3.3.1 Primary Data Source

According to Ibrahim (2015: 68), primary data refers to all forms of information, facts, and realities that are related or relevant to research, where the connection and relevance are very clear, and is even directly referred to as primary data. Observations, surveys, taking note, and interview are some of the primary data sources. In this research, primary data source will be taken from all the songs of Olivia Rodrigo's album "Guts". And the song lyrics taken from a website (<https://genius.com/amp/albums/Olivia-rodriego/GUTS>). Here are for the twelve songs of Olivia Rodrigo album GUTS.

Table 3.3.1.1 List Title of the Song`s

No.	Title of the Song`s	Album
1.	All-American Bitch	Guts
2.	Bad Idea Right	Guts
3.	Vampire	Guts
4.	Lacy	Guts
5.	Ballad of a Homeschooled Girl	Guts
6.	Making the Bed	Guts
7.	Logical	Guts
8.	Get Him Back	Guts
9.	Love is Embarrassing	Guts
10	The Grudge	Guts
11.	Pretty isn`t Pretty	Guts
12.	Teenage Dream	Guts

Table 3.3.1.1 presented a list of the song lyrics which are used in this research.

There are 12 tracks came from Olivia Rodrigo`s album lyrics “Guts”.

3.4 Technique of Data Collection

The purpose of research is to collect the data, so data collection techniques are one of the most important steps in a research study. The researcher collected data using document analysis as the method because it is appropriate for qualitative research especially in content analysis. According to Sugiyono (2020: 104-105), data collection techniques are the most strategic step in research, because the main purpose of research is to get the data. Without understanding the data collection technique, the researcher will not obtain data that meets the specified data standards. Data collection techniques can be done by observation, questionnaires, interviews, and documentation. As stated by Creswell (2018), document analysis can be used for systematic evaluation as part of a study and can take many forms. Document study is a data collection technique by classifying documents related to the problems discussed, in the form of articles, books, websites, journals, or other sources. When conducting document analysis for qualitative approach research, the emphasis is not on using statistics and numbers to interpret the data, as in the quantitative approach

Based on the explanation provided above, documentation analysis is one of the approaches used to extract data from documents and written materials. In this research, the researcher takes documents related to song lyrics of Olivia Rodrigo's album. Then, the steps that are used to collect the data are as follow:

1. The researcher selected 12 song lyrics of Olivia Rodrigo`s album on Genius website.
2. Make a transcript for all the song lyrics, to make it easier during the data collection.
3. Listening all of the song lyrics of Olivia Rodrigo`s album “Guts”, after that reading the lyrics carefully and highlight the lyrics that include of figurative language.
4. Classifying figurative language according to the types that have been choose and arranges the data into several parts based on the classification of figurative language.

3.5 Technique of Data Analysis

Data analysis is a method of processing data to extract specific information from the material to be analyzed, making the material easier to understand. After collecting the data, then the researcher conducted the data analysis. According to (B. Milles and Huberman, 2014: 78), qualitative data analysis is the process of gathering data and compiling it systematically, whether through interviews, field notes, or documentation. In qualitative data analysis, data is frequently presented in the form of words rather than a series of numbers, but words are still used, which are usually arranged in expanded text. This study consists of three streams of activities such as data reduction, data presentation, and conclusions.

In this research, data was collected from documents and analyzed through Laurence Perrine's theory of figurative language. Figurative language analysis includes the types of figurative language found as well as the most commonly used figurative language in Olivia Rodrigo's album "Guts" song lyrics. After obtaining the data from the data sources, the researcher follows the steps below:

1. Reanalyze the classified data of figurative language based on the theory being used.
2. Analyze figurative language in the song lyrics and organizes every type of figurative language that found in the song lyrics based on Perrine theory about types of figurative language, that consists of 12 types such as metaphor, simile, personification, allegory, synecdoche, symbolism, understatement, metonymy, hyperbole, irony, paradox, and apostrophe.
3. Making conclusion:
The final part of the research was making conclusion based on the analyzed data. After the research has found all of the answer to the research questions, then the researcher will make the conclusion based on the findings.