# Chapter III

**Research Methodology**

## 3.1 Research Design

The researcher will conduct a qualitative study to analyze the figurative language elements used in Ivan Ave's album "Helping Hands." According to Sugiyono (2013) qualitative research methods are research methods used to examine the conditions of natural objects, in qualitative research is a key instrument, the technique of collecting data is combined with inductive analysis and the results of qualitative research emphasize the meaning of generalization. Also, according to Creswell (2012:4), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social human problem. The reason for choosing the qualitative research method is that the data in this research is non-numeric. The data selected by the researcher are the lyrics of the 5 songs in Ivan Ave's "Helping Hands" album.

The purpose of using qualitative methods is to facilitate the process of analyzing the data, answering research questions, explaining, and describing the use of figurative language in the album's lyrics.

## 3.2. Procedure of Collecting Data

The first step in collecting data is selecting the appropriate data for this research. The researcher will listen to Ivan Ave's album "Helping Hands" and obtain the lyrics from reliable online sources. The development of the internet, which has been progressing rapidly, has made it useful for tracing various information ranging from theoretical information to primary or secondary data required by researchers (Yunus, 2017). The collected data, in the form of lyrics, will become the main object of this research. Which the researcher will list the songs from the album that is used below:

* "Introfood"
* "Moves"
* "Find Me, Pt.2"
* "Hello"
* "Free Shit"

## 3.3 Techniques of Data Collection

The writer will be using several steps to obtain the data. For the first step, writer will listen 5 the song that mentioned before in the album “Helping Hands”. Then in the next phase is read all the lyrics repetitively to get the sense from the lyrics. And highlight the ideas about figurative language that used in the lyrics in “Helping Hands” songs through words, lines, sentence, and phrase.

## 3.4 Data Analysis Techniques

Data analysis is essential for solving research problems. The researcher will perform data analysis techniques to determine and obtain appropriate data in identifying the figurative language elements in Ivan Ave's album "Helping Hands."

The steps will be taken by researchers to analyze the data are by using the following analytical techniques:

1. **Observation**

The researcher will make direct observations of the lyrics from Ivan Ave's "Helping Hands" album found on online sources. The goal is to ensure that the data selected is in accordance with this research. After making observations, the researcher will collect and write down the data for the next step.

1. **Collecting and Writing**

After collecting the data that is in accordance with this research, the next step is to write it down. The researcher writes the data based on the lyrics obtained from online sources. The lyrics of Ivan Ave's songs were obtained from verified and reliable sources. The researcher will analyze each song in the next step.

1. **Analysis The Data**

After collecting and writing the data, the researcher will analyze it using a theoretical framework described in the previous chapter. First, the researcher will identify the types of figurative language used in each song. Then, the researcher will analyze the meaning of the figurative language found in the lyrics.