

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research design assists the researcher in carrying out the study in terms of the goal, the technique of data collection and analysis, and the strategy for presenting the finding and conclusion. This research employs descriptive qualitative as the research design. Qualitative research is conducted for examining and comprehending the meaning of individuals or groups of people who are dealing with social or human issues (Creswell, 2014, p. 19). These issues are common phenomena which occur frequently in daily life.

With the use of words and sentences, the data in this research was presented. Furthermore, the findings of this study were presented descriptively. Therefore, the suitable research design for this research is descriptive qualitative. In this research, the main theory of this figurative language analysis was Perrine's theory (1969). It aimed to analyze the phenomena of figurative language discovered in Ava Max's selected songs. To be precise, it aimed to analyze the types and reasons of figurative language in Ava Max's selected songs.

3.2 Object of the Research

The object of research is a main component which has a significant role in a research. This research analyzed the types and reasons of figurative language effectiveness that used in Ava Max's selected songs. A number of figures of

speech are found in the lyrics of the song. As a result, the researcher uses Ava Max's song as the data source of the research.

3.3 Method of Collecting Data

The data collection method used for this research is an observational method. Observational method is a method of collecting data that involves observation (Sudaryanto, 2015, p. 203). Throughout the data collection process, the researcher observed the data by reading and listening to the lyrics of the songs. In short, the data were collected by observing the data. In term of collecting data technique, a non-participatory technique was applied. The use of a non-participatory technique eliminates the necessity for participants to be involved in the data collection process (Sudaryanto, 2015, p. 204). The non-participatory technique was used since there was no direct participation or involvement of the researcher in observing the songs' lyrics.

In collecting the data, the researcher did some procedures. First, the researchers began by determining Ava Max's total number of music albums. As a result of the discovery, Ava Max had only ever released one album of songs, *Heaven & Hell*. All of the songs were not featured or collaborated with other singers. In other words, Ava Max sang all of the songs herself. The genres of the songs on the album were pop (a genre that is entertaining to listen to and concentrates on the song's chorus), dance-pop (a genre that is generally with upbeat, catchy, and danceable music), and electropop (a genre that is electronic).

Secondly, the researcher gathered and read all of the lyrics from the *Heaven & Hell* album's songs. Simultaneously with the third procedure, the researcher

highlighted the words in the lyrics which included the existence of figurative language based on Perrine's theory (1969). There are 17 songs in Heaven & Hell album. As the result of the observation by reading the lyrics, only 9 songs were selected for this research because they had many lyrics that involved figurative language phenomena. In addition, not all of the collected lyrics with figurative language were used for analysis. Both of the songs and lyrics selection occurred in order to avoid data redundancy. Therefore, the data reduction happened. To add, the title of the selected songs were Call Me Tonight, Kings & Queens, My Head & My Heart, Not Your Barbie Girls, Salt, So am I, Sweet but Psycho, Torn, & Who's Laughing Now.

3.4 Method of Analyzing Data

In qualitative research process, data analysis is critical. Data analysis is the process of recognizing, learning, understanding the interrelationships and concepts in a data which hypotheses and assertions can be developed and evaluated (Sugiyono, 2013, p. 244). In this research, it used the semantic identity method and semantic competence in equalizing the data. The semantic identity method was employed because the researcher analyzed the data by identifying semantic element (Sudaryanto, 2015, p. 17). Since this research analyzes figurative language, the semantic element refers to statement that can be interpreted to have literal meaning or used to identify meaning. In terms of the reason for applying semantic competence in equalizing data, it was because the data were studied by equalizing data with the relevant theory (Sudaryanto, 2015,

p. 31). In equalizing the types and reasons of figurative language, Perrine's theory (1969) was applied.

After the researcher found out two problems in this study, there were some processes in analyzing the data. The first step, the researcher identified the types of highlighted words in the lyrics based on theory of Perrine (1969) to solve the first problem. Secondly, the researcher analyzed the reasons of figurative language effectiveness accordingly to Perrine's theory (1969) in solving the second problem. Finally, the result revealed the types of figurative language as well as the reasons of figurative language effectiveness.

3.5 Method of Presenting Research Result

After analyzing the data, the next step is presenting the result analysis. There are two methods of presenting the result analysis; they are informal and formal (Sudaryanto, 2015, p. 41). Using symbol, table, chart, and number are the formal method for the researcher in presenting the result analysis. On the other hand, informal method portrays using words or sentences to present the result analysis. In this research, informal method is used by the researcher to show the results of data analysis in the form of words or sentences. So, the findings of the analysis were conveyed through the use of words or sentences in descriptive way.