CHAPTER III

METHOD OF THE RESEARCH

3.1   Research Design

The purpose of this study is to find the information in the form of words like what happens to a song as a language that is understood user community. The data used in this study was qualitative data because the type of research is a textual analysis related to the language used by other people in the song. The method used in this qualitative research methods according to Sugiyono(2012) also called naturalistic research because this research was carried out on direct data sources of natural conditions.

Data analysis was qualitative and results from qualitative methods have more meanings than generalizations. In qualitative research, the analysis of qualitative data and the results of qualitative methods on meanings are more than generalization. In a descriptive qualitative study containing systematic descriptions of the theory through a naturally profound definition Sugiono, (2014) Therefore, the method that is used is descriptive using qualitative research.

3.2   Object of the Research

The primary from this research an analysis of slang words in the song. The object of the research in this study is the slang words in Rihanna's song lyric

especially, focusing on thirteen types of slang word according Yule, (2010). The form of slang use was classified into etymology, infixes, coinage, prefixes and suffixes, borrowing, derivation, compounding, acronyms, blending, conversion, clipping, backformation, and last multiple processes. The analyze of the process word formation includes the social function and meaning of used slang words in the song. According to Sugiono, (2014) the object this study a scientific the goal to obtain data with aim and usability something valid, objectives, and reliable about something.

3.3 Method of Collecting Data

The researcher was to found out some evidence related to the slang word. In obtaining data, research used to the observation method of collecting data. According to Sudaryanto (2015) the data collection method was the most strategic measure study, for the major purpose of this study was to obtain data. The researcher used qualitative research in this study examines a phenomenon in depth about various social phenomena using words in song lyrics. The processes of collecting data could be seen in the following steps:

1. During observed and searching the researcher collection song from album Rihanna's.

2. Then, the researcher adjusts and group each song by album.

3. The last, the researcher search every slang word used in the song lyric.

3.4   Method of Analyzing Data

Analyzing data was the most important stage. The researcher made an analysis of data that had been taking. There were two kinds of analytical methods in study according to Sudaryanto (2015), which were equivalent and Agih. The researcher used the second method in the data analysis process. The Padan method is an external mean, apart and not part of the appropriate of language. The researcher used Padan method due to the search for the slang words used in Rihanna's song lyric. In the process of data analysis, the researcher pragmatic Identity method with a determining dividing key-factors technique. The technique used by researcher was removing, releasing, deleting and reducing. The language form of all units would change when the data was weed out used this technique. The theories described in chapter II the researcher would analyze the data. As for the steps take on by the researcher in analyzing the data as follows:

1. Divide dan group every song, then every lyric is marked used in the slang.

2. Classification and analyze by grouping words according to the type of slang.

3. Explain the meaning of the word lyrics to the song and analyze the meaning of the word slang.

3.5   Method of Presenting Result Analysis

There were two types of method of presenting results , namely formal and informal to Sudaryanto (2015). The formal method used when the researcher presented yield of the data analysis use symbols, tables, and diagrams called formal

presentation methods. In the contrary, informal method presented the yield of the data analysis use word or sentence without symbols, mark, tables, and diagrams. From analysis above, the researcher chosen the informal method for researcher presented in data use independent clause to represent the yield of the data analyzed.