CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

The Research must have the right methods according to the object of the research. After considering several things that have been described in previous chapters, the researcher confidently chooses what method should be used. This research was selected using a descriptive qualitative method. Denzin & Lincoln (2009) stated that qualitative research was a research using a natural setting with the intention of interpreting a phenomenon that occurs and was carried out by involving various existing methods. Qualitative research attempted to find and describe in a narrative way the activities carried out and the impact of these actions on lives. Qualitative is measured by the quality of something. Creswell & Creswell (2018) stated qualitative means to perform purposeful sampling, collection of open-ended data, analysis of text or images, representation of information in figures and tables, and personal interpretation of the findings. In addition, qualitative provides advance steps for designing to identify inquiries such as narrative, grounded theory studies, or case studies.

Fraenkel et al. (2011) revealed the five characteristics of qualitative design they are: (1) the direct source of data has the natural setting and primary instrument is the researcher. (2) When collecting the data, it must be collected in the form qualitative such as words or pictures instead of numeric form. (3) In qualitative, the

process must be concerned rather than the product and outcomes of the researcher. (4) When analyzing the data, it tends to be inductive. (5) A substantial point of the qualitative design is whether people make sense of their lives.

Base on the definitions, the researcher conducted descriptive qualitative method because this study is aimed to describe the meaning of a lyrics in the songs. Hence, descriptive design is used to describe and explain a matter which is then clarified and concluded. Qualitative means the writer is the instrument and the data collector. In this case, the use of language style such as figurative language in song lyrics is in accordance with the objectives of this study. In the research design there are three stages conducted by Sudaryanto (2015) such as the stage of providing data, the stage of analyzing the data, the stage of presenting the results of the data analysis.

3.2 Object of the Research

The object of the research is the main reason for analysis of this research in analyzing figurative language and its reasons. Olivia Rodrigo's Sour Album was the primary data source obtained through first-hand research to find answers to the research questions. Sour is the debut studio album by American singer-songwriter Olivia Rodrigo. It was released on May 21, 2021, by Geffen Records. The album was written by Rodrigo and producer Dan Nigro. The album contains 11 songs and the researcher will take all of them to analyze. The songs on the Sour album consist of: "brutal", "traitor", "driver's license", "1 step forward", "3 steps back", "déjà vu", " good 4 u", "enough for you", "happier", "jealousy, jealousy", "favorite crime" and " hope ur ok".

Then, the researcher identified the existence of figurative language and their reasons related to theories. Based on those reasons, Olivia Rodrigo 'album is suitable as the data source of this research.

3.3 Method of Collecting Data Research

This study, the data will use an observational method. Sudaryanto (2015) conveyed that the method of observation is collecting data by observing the data. The steps to observe the data are reading, hearing, and feeling Olivia Rodrigo's song lyrics on *Sour* Album 2021. The researcher is not involved while expressing the lyrics; therefore it is categorized as a nonparticipation technique. The researcher will choose all the data containing eleven songs in the album.

There are some steps of collecting the data. Note-taking is used to help the researcher to concentrate and to maintain a permanent record of what the writer read or listened. When the researcher is listening to the song, note-taking is done in order to understand the lyrics. After that, the researcher will highlight the line which was considered a figurative language based on the expert's theory.

3.4 Method of Analyzing Data

Data analysis is the process of systematically searching and compiling data obtained through a sequence of stages (Sugiyono, 2013). This research will apply referential identity method by Sudaryanto (2015). Sudaryanto (2015) stated that the procedure to find the similarities and differences is comparing the data with theory.

The way to analyze the data, the researcher did some steps. In the first step, the researcher sorted the collected data into each category and type of figures of

speech by matching the data based on expert's theories. the referential equivalent techniques by Sudaryanto (2015) was used as the technique to classify the data. Second, the researcher put into tabular form the lines or lyrics having a figurative language. After that, the researcher described the reasons of the figurative language in the lyrics by conducting Perrine's theory. Further, the researcher will state the dominant types of figures of speech among all of the figures. The rest, the researcher concluded the analysis in a descriptive way.

3.5 Method of Presenting the Analysis Result

Presenting the result of analysis is the final step of this research. The section applied informal method by Sudaryanto (2015). Informal method was applied to present research results with ordinary words, phrases, sentences, and paragraphs with descriptive methods so that they will be easily understood by readers. It means that, the analysis result is presented through words and sentences. Therefore, in this research the results were presented in the form of table and descriptive writing. This table was used to present the findings of this research which have been sorted by types and reasons. The analysis result was presented simply in order to make the readers easily understand.