

CHAPTER III

RESEARCH METHOD

This chapter explains the research method which is used in this study. It consist of research design, research type, role of the researcher, source of the data, data collection procedure, data analysis, and method for verification of the research findings.

A. Research Design

There are two kinds of research design for conducting a research “qualitative and quantitative research”. Qualitative research will be applied in this study.

Denzin and Lincoln offer the following definition: qualitative research is a situated activity that locates the observer in the world. It consists of a set of interpretive, material practices that makes the world visible. These practices turn the world into a series of representations including field notes, interviews, conversations, photographs, recording and memos to the self. At this level, qualitative research involves an interpretive, naturalistic, approach to the world. This means that qualitative writers study things in their natural setting, attempting to make a sense of, or to interpret, phenomena in terms of the meaning people bring to them.¹

¹. Jane Ritchie and Jane Lewis, 2003. *Qualitative Research Practice, A Guide for Social Science Students and Researchers*, London. SAGE Publication. p.15

B. Research Type

The qualitative research further divided into several types according to the subject and the problems that will be studied. Based on the subject and object of this study, content or document analysis will be applied as the research type.

Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. The material analyzed can be textbooks, newspaper, web pages, speeches, television programs, advertisement, musical compositions, or any host of other types of documents.²

There are four steps involved in a content analysis for this study was determined, here:

1. *Specifying the phenomenon to be investigated.* This study determined that English phrase as a phenomenon to be studied and include five types of phrase (noun phrase, verb phrase, adjective phrase, adverb phrase and prepositional phrase).
2. *Selecting the media from which the observations are to be made.* The media were observed and selected by this study are the songlyrics of Bruno Mars.
3. *Deciding on the sampling plan to be used* in order to obtain a representative sample of the documents. This study decided to take the sample of six songs belong to Bruno Mars in album *Doo Woops &Hooligans* and one-single song for soundtrack movie.

². Donald Ary, Lucy Cheser Jacobs, and Chris Sorensen, *Introduction to Research in Education*, Canada: Wadsworth, 2010, ed.8, p.457

4. *Analyzing the data*, this study finds the frequencies or percentages phrase used in the various categories.

C. Role of the Researcher

In qualitative studies, human acts as the instrument at the time as data collection and the investigator is the primary instrument for gathering and analyzing the data. Lincoln and Guba introduced the concept of **human as instrument** to emphasize the unique role that qualitative writer play inquiry. Because qualitative research studies human experiences and situations, writers need an instrument flexible enough to capture the complexity of the human experiences, an instrument capable of adapting and responding to the environment.³

D. Source of the Data

The data collected are classified into two: the first is the data that associated with the object of this study in this regard is five English phrases namely, noun phrase, verb phrase, adjective phrase, adverb phrase and prepositional phrase. Meanwhile the second data is the 7 song lyrics of Bruno Mars are *Somewhere in Brooklyn*, *Talking to the Moon*, *Count on Me*, *Grenade*, *Just the Way You Are*, *Marry You* and the last *It Will Rain*. Especially, contains five types of phrases (analyzed using graphic box method). Then the supporting data is about biography, and the articles related to Bruno Mars.

³. *ibid* p.424

E. Data Collection Procedure

Data collection procedure is important to determine the result of the research. The most common data collection methods used in qualitative research are: (1) observation, (2) interviewing, and (3) document or artifact analysis. From the three methods, this study will use document or artifact analysis. **Document analysis** can be of written or text-based artifacts (textbooks, novels, journals, meeting minutes, logs, announcements, policy statements, newspapers, transcripts, birth certificates, marriage records, budgets, letters, e-mail messages, etc.) or of non-written records (photographs, audiotapes, videotapes, computer images, websites, musical performances, televised political speeches, YouTube videos, virtual world settings, etc.)⁴ Document that will be essential in this study of course it is related to the source of the data of this study. It can be song lyrics transcription as the written data and song audio as the non-written records.

Based on it, some techniques of data collection will through this several steps as follows:

1. Listening to the original of Bruno Mars' songs in several times to comprehend the story of lyrics.
2. Selecting all lyrics in English subtitle of songs become data in form of text.
3. Identifying the song lyrics to find the English phrases.
4. Collecting the lyrics in songs which contain English phrases.
5. Classifying or categorizing all phrases was found in lyrics.

⁴. *ibid*p. 442

F. Data Analysis

After collecting the data, the next step is processing the data to be analyzed are follows:

1. Reading all song lyrics in English subtitle in data form of text.
2. Selecting the English phrases that have been found in the lyrics.
3. Categorizing the data into five types of phrase based on the lexical categories: namely noun phrase, verb phrase, adjective phrase, adverb phrase and prepositional phrase.
4. Tabulating the data.
5. Reporting the dominantly English phrase that used in seven song lyrics of Bruno Mars.

Data analysis belonging to this study based on Maxwell described the process as follows: the experienced qualitative writer begins data analysis immediately after finishing the first interview of observation, and continues to analyze the data as long as he or she is working on the research, stopping briefly to write reports and papers.⁵

G. Method for Verification of Research Findings

Basic word of verification is verify, it means to make sure or show something is true, accurate, or justified. So, the verification of the study is to acknowledge of the qualitative data which is acceptable.

According to Lincoln and Guba, level of confidence in the research result can be achieved, if the study holds on four principles of criteria, namely:

⁵. *ibid* p.482

credibility, dependability, conformability, and transferability.⁶ Then, the definitions of four principles for verification in qualitative research are below:

1. Credibility

Credibility in qualitative research concerns the truthfulness of the inquiry's finding. Credibility or truth value involves how well the study has established confidence in the findings based on the research design, participants, and context.⁷ In the approach to improve the credibility, *triangulation theory* will use to support this study. Triangulation theory involves consideration of how the phenomenon under study might be explained by multiple theories. Considering different theories, the researcher may gain better insight.⁸ It means the phenomenon of this study need to compare with multiple theories to gain the valid interpretation or get acceptable response.

2. Dependability

Qualitative researchers speak of dependability rather than reliability. Recall that reliability in quantitative research has to do with consistency of behavior, or the extent to which data and findings would be similar if the study were replicated.⁹ This study uses audit trail or auditing to check the dependability of the data. Audit trails provide a mechanism by which others can determine how decisions were made and the uniqueness of the situation. It documents how the study was conducted, including what was done, when and why.¹⁰ This

⁶. Kuntjojo, *Metodologi Penelitian*, Malang: t.tp., 2009, p.54

⁷. Donald Ary, *op.cit* p.498

⁸. *Ibid* p.500

⁹. *ibid* p.502

¹⁰. *Ibid* p.503

study use the raw data include of matter which recorded in electronic, written field notes, document, picture and the like.

3. Conformability

Comfirmability in qualitative research is the same as the quantitative writer's concept of objectivity. Both deal with the idea of neutrality or the extent to which the research is free of bias procedures and the interpretation of results.¹¹

The comformability is reached by looking for the correction of advisors to check the process of the study, standard of the truth of the result and data were gotten and use to make the report. In short, comformability and dependability can be done together.

4. Transferability

Transferability is the degree to which the findings of a qualitative study can be applied or generalized to other contexts or to other groups.¹² This study need to distribute more description of the result of the study in order to give details comprehension about it for the reader.

¹¹. *ibid* p.501

¹². *ibid* p.504