# CHAPTER III

# RESEARCH METHOD

There are two kinds of research methods. They are qualitative and quantitative methods. This chapter presents and discusses the research method, which includes research design, research type, role of the researcher in the study, research site, source of data, data collection procedure, method for verification of the research findings, and data analysis.

## A. Research Design

A suitable in finding and understanding description in Katy Perry's song lyrics are descriptive qualitative method. Qualitative research is the research that the result does not get from statistic.

Qualitative research can be done in social, attitude, individual or personality. Because the writer will describe figurative language in Katy Perry's song lyrics systematically so this research used descriptive qualitative method.

It can be said that the writer will use descriptive data. Analyzing and interpreting from the assumption. In this chapter, it has been formulated that the object of this research is Katy Perry's song lyrics. As a result this is actually conducted descriptively.

## B. Research Type

In this study, the writer used a document or content analysis as research type. Webster's dictionary of the English Language included the term in its 1961 edition,

defining content analysis as "Analysis of the manifest and latent content of a body of communicated material (as a book or film) through classification tabulation, and evaluation of its key symbols and themes in order to ascertain its meaning and probable effect". The intellectual roots of analysis, however, can be traced far back in human history, to the beginning of the conscious use of symbols and voice, especially writing. This conscious use, which replaced the magical use of language, has been shaped by the ancient disciplines of philosophy, rhetoric, and cryptography. Today, symbolic phenomena are institutionalized in art, literature, education, and the mass media, including the internet.[1] Content analysis focuses and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents.[2] In this case the researcher analyze about "An Analysis of Figurative Language in Katy Perry's Song". Technically content analysis includes:[3]

1. Classify efforts signs which use in communication, in this study the writer classified type of figurative language.

2. Using criteria as a basis for classification, in this study the writer used the criteria type of figurative language consist of personification, metaphor, simile, hyperbole, allusion, repetition, alliteration, onomatopoeia, idiom and found the contextual meaning based on the lyrics.

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[1] Krippendorff, Klaus, *Content analysis: an introduction to its methodology*, p. 14, 2nd ed, California; Sage Plublications, 2004

[2] Donald Ary, et, all. *Introduction to Research in Education,* Canada: Wadsworth, Cengage Learning, 8th, Edition, p. 29.

[3] Muhajir, Noeng, *Metode Penelitian Kualitatif*, Jogjakarta: Rake Sarasin, 200, p. 68

3. Using some analysis techniques in making predictions, in the study the writer some techniques to analyze types of figurative language and contextual meaning in Katy Perry's song.

**C. Role of the Researcher in the study**

One of distinguishing characteristics of qualitative research is the methods used to collect and analyze data. In qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data.[4]It is mean that the researcher is a tool or instrument to collect the data and analyze the data in the research based on the researcher's point of views related to the theory that is applied by the writer.

**D. Research Site**

Research site in this study was a Katy Perry's song in the form of soft file the object in this study was the types of figurative language used in these song. Katy Perry's song is a pop song that released in 22th October 2013.

**E. Source of Data**

The data of this study is collected from Katy Perry's song. This song chosen as data source since consist so many figurative language in Katy Perry's song lyrics related to the title of this study. In addition, the lyrics of song give motivation and inspiration of education for the reader and the style of language from the singer Katy Perry use very interesting and beautiful.

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[4]Donald Ary, et, all. *Introduction to Research in Education,* Canada: Wadsworth, Cengage Learning, 8th, Edition, p. 424.

Katy Perry's song will be the source language because phenomenon of figurative language mostly used in Katy Perry's song. The writer use data source is divided into primary and secondary source. First, primary source is a source of original data basis of research. The primary source is taken from Katy Perry's song. Then, secondary source to support and complete the primary data, the writer gets from books, internet and relevant materials. The materials are about Katy Perry's song and also the figurative language theory and the other data which support the study.

### F. Data Collection Procedure

This study will analyze about content analysis of figurative language in Katy Perry's song. The writer analyzes how to get implicit meaning in figurative language as source language to Katy Perry's song as target language of figurative language in Katy Perry's song. An analysis of figurative language in Katy Perry's song automatically related of equivalent and difference on the meaning. So, the writer uses content analysis to collecting the data.

Content analysis is a method for summarizing any form of content by counting various aspects of the content. This enable a more objective evaluation than comparing content based on the impressions of a listener.

To collect the data, it used documentation as the instrument. Documentation is the method use in scientific research in order to collect the data by using the document or evidence list. The last, the writer collecting data in a sort of document

used as the evidence of the study, the techniques of data collection are through several steps as follow:

1. Collecting and reading the Katy Perry's song.

2. Dividing all lyrics of figurative language that found in Katy Perry's song. The data obtained then they are read and understood.

3. Codification: Rewriting and labeling of the data.

4. Classification the data into several parts.

5. Observing the data carefully

### G. Method for Verification of the Research Findings

The validity of the data is the most important in the research in this study, to find and make the verification of the research findings, the writer held some verification of the data. The data collected in this study is suitable in reality. It is to keep the data collected are true data and responsible. There are four techniques to determine the validity data, namely credibility, transferability, dependability and conformability.[5] To test the validity of data the writer uses them, as follow:

#### 1. Credibility

Credibility is the same as validity in qualitative research. The integrity of qualitative research depends on attending to the issue of validity. Validity concerns the accuracy or truth fullness of the findings. The term most frequently used by qualitative researchers to refer to this characteristic is *credibility*. Credibility in

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[5]Sugiono, *Memahami Penelitian Kualitatif Dilengkapi Contoh Proposal dan Laporan Penelitian*, Bandung: Alfabeta, 2010, p. 366.

qualitative research concerns the truthfulness of inquiry's findings.[6] Credibility or truth value includes how well the researcher make confidence in the findings based on the research design, participants, and context. In this study, the writer uses theory triangulation to make inquiry of the data. The triangulation used is that involves consideration of how the phenomenon under study might be explained by multiple theories.[7]

In this study used theory about figurative language. The problem of this study is to find the types of figurative language and contextual meaning of figurative language. So, this study used types of figurative language based on Paul Simpson's book to analysis the type of figurative language. To find the contextual meaning of figurative language found in Katy Perry's song.

## 2. Transferability

Transferability related to the question, how far the result of the study might be applied by the other people in other context. Donald said that "Transferability is the degree to which the findings of qualitative study can be applied or generalized to other contexts or too other group". Transferability is the external factor. Therefore, the writer is demanded to report the data conclusion clearly, systematically and acceptably. To the result of the study could be transferred to the similar classes.

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[6]Donald Ary, *Introduction to Research in Education*, p. 500.
[7] Ibid, p. 498

### 3. Dependability

The technique is done by reporting of interim report or ending report that get of discussion with colleague. Discussing the data and information that have been collected from the others source. The technique has purpose, they are: The writer gift the true report of the research. The result and process must be balanced.

### 4. Conformability

A term used in qualitative research, equivalent to validity in qualitative research, related to the degree to which findings in a study can be corroborated by other investigating the same situation.[8] Conformability in qualitative research is the same as the qualitative researcher's concept of objectivity. Both deal with the idea of neutrality or the extent to which the research is free of bias in the procedures and interpretation of results. Because it may be impossible to achieve the levels of objectivity that quantitative studies strive for, qualitative researchers are concerned with whether the data they collect and the conclusions they draw would be confirmed by other investigating the same situation. Thus, in qualitative studies, the focus shifts from the neutrality of the researcher to the conformability of the data and interpretations.[9]In the present study, to conformability the researcher followed the procedure of the study scientifically.

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[8]DonalAry, *Introduction to Research in Education*, p.638
[9]*Ibid*, p.504

## H. Data Analysis

Donald stated that data analysis is a process whereby researchers systematically search and arrange their data in order to increase their understanding of the data and to enable them to present what they learned to others.

Data analysis is the most complex and mysterious phase of qualitative research. Data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview, transcripts, audio recordings, video data, reflection, or information from documents, all of which must be examined and interpreted.[10]

Data analysis is the importance phase in the qualitative study. It is the phases that answer the problem of the study. So, it is true that data analysis need several times or many long time and difficult to get the result data. To get the result of the data this phase used some technique. Miles and Huberman said the most serious and central difficulty in the use of qualitative data is that methods of analysis are not well formula.[11] It used the technique of qualitative context analysis to analyze the data, where the process of analysis is done together. The qualitative data consist of words even though numbers are described through interpretation. Hence, to know and determine their meaning need study carefully.[12]

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[10]Donald Ary, *Introduction to Research in Education,,* p.481.
[11] Sugiono, 2010, *Memahami Penelitian Kualitatif Dilengkapi Contoh Proposal dan Laporan Penelitian*, Bandung: Alfabet, p. 87
[12]Lexy, Moleong.*MetodePenelitianKualitatif,* Bandung: BinaIlmu, 1987, p. 120**.**

Meanwhile, Miles and Huberman in Sugiono stated that analysis of the data in qualitative study uses some techniques as follows:

1. **Data Reduction**

Data reduction is all of the data that have been collected are processed to know between the relevant and the irrelevant. Therefore, data reduction is the data that have been gotten from the study and have been explained, so the invalid data are omitted. It is done in order to the data provided is appropriate with the problems in this study.

In this study, data reduction refers to the process of selecting figurative language in the Katy Perry's song. This first process is finding types of figurative language in Katy Perry's song.

2. **Data Display**

Data display is the relevant data that are found by the writer. The data gotten from the study are explained scientifically by the writer clearly.

In this study, data display is an organized assembly of information that permits drawing and action taking. After analyzing whole data founded from Katy Perry's song, the writer display the result of the analysis on by making the description of types and contextual meaning of figurative language in Katy Perry's song.

3. **Conclusion**

Conclusion is where the writer seeks conclusion as answering for formulation of the problem. It answers the research problem that mention of the type of figurative

language and the contextual meaning of figurative language. In this steps the conclusions are taken by recheck the data reduction and data display.

Therefore, the conclusion taken is directed and not deviated from the data analyzed, even if the final research is reached. In this study uses steps to analyze the data collection to produce the finding and answer the research question in the chapter I. the steps are mention below:

1. Reading the Katy Perry's song lyrics carefully.

2. Finding the figurative language in the Katy Perry's song.

3. Labeling of the lyrics based on types of figurative language.

4. Determining the type of figurative language

5. Drawing conclusion according to the result.