

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter contained the method of the research and its procedures which were designed to answer the research questions; research design, data and data sources, research instrument, data collection & data analysis technique, and data verification technique.

#### **A. Research Design**

This study used descriptive qualitative research, it was chosen because this research aimed at analyzing and describing denotative deeper into connotative meanings of the miserable context existed on the selected English song lyrics. According to Lexi (1989) methodology of qualitative is a research procedure producing descriptive data in the analyzed object form that is written or spoken words. This research is intended as a qualitative research findings kind that is not acquired through statistical procedures or other forms of matter. Qualitative approach is expected to produce an in-depth speech description, writing or individual observable behavior, group, community or organization, (Basrowi & Suwandi, 2008).

In addition, the research problem findings in this research were obtained through a design which is content analysis. According to Zhang & Wildemuth (2005) content analysis is defined as “a method of research

for the text data content's subjective interpretation through coding classification process that is systematic and identifying themes or patterns.

In short, the researcher scrutinized the denotative and connotative meanings of miserable content used on selected English song lyrics through reading, listening, understanding, interpreting, and describing the content to gain the data in the research finding.

## **B. Data and Data Source**

Data source is the supplies information that can be acquired to fill the data that are needed of the certain research. Sugiyono (2009) stated that based on the sources, data can be classified into two; those are primary data and secondary data. Since this is a library research, the researcher used the secondary data almost in all the discussion, because it was limited to get the data, and it all did not come from the field and the data of the research were collected from references that are various.

The data of the research are the selected lyrics in the three Shawn Mendes' songs. That is the miserable content of the selected lyrics. The researcher restricted the miserable content existed in the lyrics of each songs to analyze the denotative and connotative meanings into three parts, so the total of the data are 13 words/phrases. The data source divided into two categories; primary data sources and secondary sources.

### **1. The Primary Data Source**

The primary data of this research were taken from the selected lyrics of Shawn Mendes' songs; "*Stiches*", "*Air*", and "*Mercy*".

## 2. The Secondary Data Sources

The secondary data were including the references and also materials related to the research by selecting whether from text books, English dictionary, internet, articles, papers, journals and other significant data.

### **C. Instrument of the Research**

Determining instrument depends on the method used in this research. This research used descriptive qualitative research with content analysis (document analysis). Wilkinson & Birmingham (2003) in (North et al., 1963) stated that content analysis can be used as a powerful research tool to determine, from the content of a message, sound inferences concerning the attitude of the speaker or writer. In content analysis, the instrument is basically the researcher themselves, because to collect the data, to get the sources, and to analyze the data depends on the researcher. As Lexy (1989) stated “the researcher’s role is very important toward the scenario of their qualitative research because the overall sources and data of study indeed depend on them. So, the status of the researcher here is complicated enough. They are the planner, data collector, analyst, data interpreter, and also the research finding reporter. The researcher analyzed the content of the selected songs that is the connotative meaning of the miserable content existed in each song lyrics and described them using the orders of signification by Roland Barthes’ theory. And the researcher also

used their denotative on those selected lyrics to ease the process of analyzing the connotative of each word.

#### **D. Data Collection Technique**

Documentation method (content analysis method) was used in collecting the data in this research. The document analysis refers to printed material, images, literary works, film or other types of recorded things, (Creswell, 2012). This research used documentation method because the data sources were taken from selected lyrics of Shawn Mendes' song. There were miserable contents existed in those selected song lyrics of each song.

The researcher did some steps in collecting the data; the first, the researcher listened to each Shawn Mendes' song in many times, and then looking for the lyrics in the internet to ease the researcher in understanding the context of the song lyrics, so the researcher read the text of the lyrics while listened to the song at the same time. The researcher also watched the music video of each song to support the analyzing process of the lyrics. After that, the researcher identified the denotative and connotative meanings in the words or phrases of the miserable content that found by her in the lyrics of each song. And then the researcher made some groups of selected lyrics from each song to be classified using the term orders of signification by Roland Barthes' theory.

#### **E. Data Analysis Technique**

Analysis can be defined as consisting as three current flows of activity that are data reduction, data display, and conclusion drawing or verification, (Miles and Huberman, 1994). In this research, the researcher used Miles and Huberman's theory in analyzing the data; here are the three steps to do;

#### 1. Data Reduction

The first step to do in analyzing the data was data reduction. Data reduction refers to the process of selecting, focusing, simplifying, abstracting and transforming the data in written up field note or transcript, (Miles, 1994). In this research, the data is in the form of selected lyrics text that have a certain context, which is miserable content of Shawn Mendes' song. Based on Miles' theory, in this step the researcher firstly analyze the data by listening to the songs, listen to them in many times carefully and checking the data by reading the lyrics while the song was played at the same time to understand more about the song is talking about. Next, the researcher selecting the lyrics of the miserable context existed in those songs to be denotatively and connotatively analyzed by writing them to the note. After that, the researcher looking for the meaning of the words or phrases of the lyrics that have been selected before to be classified according to the term orders of signification by Roland Barthes' theory.

## 2. Data Display

The second step to analyze the data was data display. According to Miles (1994) generally a display is an organized, compressed assembly of information that permits conclusion drawing and action. In this step, the researcher showed or displayed the data which is contained denotative and connotative meaning, not only in general but specifically deeper. Moreover the connotative meaning that found has to be explained clearly. The researcher showed the denotative meaning of words or phrases in selected song lyrics and which of miserable content of them that contains connotative meaning, and why connotative meaning of miserable content are used on Shawn Mendes' songs.

## 3. Conclusion Drawing

The last step after finished doing data reduction and data display was drawing the conclusion. Final conclusion may not appear until data collection is over, depending on the size of the field notes corpus; coding storage and retrieval methods of the funding agency, but they often have been prefigured from the beginning even when a researcher claims to have been proceeding inductively, (Miles, 1994) in this step, the researcher concluded the result of the research based on the

research findings of the research problems and the term orders of signification that were used to analyzed the data.

## **F. Data Verification Technique**

Verification is the process of checking, confirming and making sure, so that the research will be trustworthy. According to Lincoln & Guba (1985) as cited in Korstjens & Moser (2018) there are four techniques in verifying the data in qualitative research; credibility, transferability, dependability and conformability. This research used credibility as the technique of data verification.

Lincoln & Guba as cited in Korstjens & Moser (2018) stated that credibility is the confidence that can be placed in the truth of the research findings. Credibility establishes whether the research findings represent plausible information drawn from the participants' original data and is a correct interpretation of the participants' original views. The strategies to ensure credibility are; prolonged engagement, persistent observation, triangulation and member check. The researcher chose triangulation strategy to be the suitable one to increase the credibility of the research. Denzin as cited in Patton, 2009) there are four kinds of triangulation;

### **1. Data triangulation**

In data triangulation, the researcher uses a variety of data sources within a single study or participants to get the accuracy of the data.

### **2. Investigator triangulation**

Investigator triangulation means technique that uses more than one researcher in collecting and analyzing the data. From some researchers' view in interpreting the information and collecting the data, the validation of the data can be increased.

### 3. Methodological triangulation

Methodological triangulation refers to the researcher uses more than one method in the research. Thus, methodological triangulation is making different method to get data validation.

### 4. Theoretical triangulation

Theoretical triangulation means the researcher compares the research findings with perspective theory that is relevant. In this type of triangulation, the researcher is demanded to have the judgment from the expert to compare the findings of research with the certain theory.

Based on those theories, the researcher decided to use “data triangulation” as the type of triangulation which is appropriate to be applied in this research. Besides using the song lyrics to be the main data in this research, the researcher also analyzed the audio and the music video to be the one part of each selected songs. Those supporting data sources really helped the researcher to get this research verified, because it all can explain more about the meaning the researcher wanted to conduct or express.