

CHAPTER III

RESEARCH METHOD

This chapter covers the research method. It contains research design, research instrument, data and data source, data collection, data analysis, and trustworthiness.

A. Research Design

In this study, the researcher used a descriptive qualitative method in analyzing and describing the data of figurative language found in John Mayer's song. Research design is the plan of the researcher in conducting the research in order to get a deep understanding of the research object and to answer and solve the research problem. According to Ary (2010), research design is the researcher's plan of how to proceed and gain an understanding of some group or some phenomenon in its context. There are two kinds of research design, they are: Quantitative and Qualitative. Quantitative research deals with questions that researchers can answer by gathering and statistically analyzing numeric data. It means quantitative research uses statistical analysis of numeric data to understand and explain phenomenon. While qualitative research focuses on understanding social phenomenon and providing rich verbal description of settings, situations, and participants. It means, qualitative research uses the perspective of human participant and the data are collected in natural setting (Ary, 2010).

Moreover, Ary(2010) has stated that the six major characteristic of qualitative research are concerned for context and meaning, natural setting, human instrument, descriptive data, emergent design and inductive analysis. It can be

concluded that qualitative research is dealing with the descriptive data in the form of words or picture than number. In addition, descriptive research is used to get information concerning the current status of the phenomena to describe “what exists” with respect to variables or conditions in a situation. The ultimate goal of this research was gained a great and depth information in a given situation. In relation to this study, the appropriate research design to find and understand the meaning of figurative language was descriptive qualitative research design.

Descriptive qualitative research design was applied because the object used to be analyzed was in the form of song lyric found in John Mayer’s song “You Gonna Live Forever in Me”. The researcher used descriptive qualitative research design because this study did not present the data in numeric analysis, but in the form of word. This study focused on the understanding and interpreting the kinds and meanings of figurative language used in song lyric which used human investigator or the researcher as the primary instrument in collecting and analyzing the data. The aim of descriptive qualitative method is to describe a fact, place, and characteristic systematically, factually and accurately. Descriptive qualitative method employs technique of seeking, collecting and analyzing the data. (Moleong, 2009)

B. Data and Source

The source of the data was taken from one of the song by John Mayer entitled “You Gonna Live Forever in Me” in album “The Search of Everything” that was released on 2017. The data of this study was taken from the lyric that produced by John Mayer in his songs. The researcher focused on analyzing the

song lyric of John Mayer that used figurative language. The researcher takes these lyric as the data source that is taken from Geniusi.com. In this website people can find any lyric that they want looking for. Besides, the researcher search to the social media Twitter, which one of the song that has figurative language and this method can help the researcher for doing this study easily.

C. Research Instrument

Research instrument is a device that helps the researcher collects the data during the research. Ary, et.al. (2010) defined a research instrument as a tool that defines the variable and is applied to collect data through research. Then, the instruments commonly used in qualitative research are human, interview, observation, and document analysis. In this study, the researcher used two instruments; they are human (the researcher herself) and document analysis. Bogdan and Biklen (1998) stated that in qualitative research, the human investigator is the primary instrument for the gathering and analyzing data. So, the researcher was considered as the main instrument because she herself collected the data by listen the songs of John Mayer. The data was song lyrics that taken from the album “The Search of Everything: Wave One ”which released in 2017 and the title is “You Gonna Live Forever in Me”

D. Data Collection

Data collection is an imperative aspect to be capable of defining the result of this study. Ary (2002) stated that the most common way of collecting data in qualitative research are using observation, interview and document analysis. However, this study used content or document analysis as a way of collecting the

data. Ary, Jacobs, Sorensen, and Razavieh (2010) stated that 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 materials analyzed can be textbooks, newspapers, web pages, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents. In sort, this study employed content or document analysis as a method of collecting the data in purpose of analyzing the use of figurative language in John Mayer's song "You Gonna Live Forever in Me". To make it systematic, the steps of collecting data in this study were as follows:

1. The researcher found a very interesting snippet of "You Gonna Live Forever in Me" lyric in twitter
2. Search the song "You Gonna Live Forever in Me" by John Mayer in Spotify.
3. Found the song lyric "You Gonna Live Forever in Me" through internet.
4. Listen and mark the figurative language used in John Mayer's song "You Gonna Live Forever in Me".
5. Collecting all the figurative language used in John Mayer's song "You Gonna Live Forever in Me".

A. Data Analysis

After the data had been collected, the researcher continued to analyze the data. Ary(2002) stated that the process of analyzing the data becomes the most

challenging stage in conducting descriptive qualitative research since the researcher is fully expected to be able to organize, summarize, interpret, and report the data accurately. To become systematic, the steps of analyzing the data in this study were as follows:

1. Categorizing the kind of figurative language found in John Mayer's song "You Gonna Live Forever in Me".
2. Identifying the kinds of figurative language found in John Mayer's song "You Gonna Live Forever in Me".
3. Interpreting the meaning of figurative language based on its classification in John Mayer's song "You Gonna Live Forever in Me".
4. Drawing a conclusion based on the result of the data analysis.

B. Trustworthiness

In order to make sure that the findings are trustworthy, the researcher applied triangulation. Denzin and Lincoln, (1994) states that triangulation serves to clarify meanings by identifying different ways to a phenomenon being seen. Triangulation has been generally considered as a process of using multiple perceptions to clarify meaning, verify the repeatability of an observation on interpretation. Denzin and Lincoln (1994) identify four basic types of triangulation as follows:

1. Data triangulation: the use of various data sources in a study.
2. Investigator triangulation: the use of several different researchers or evaluators.

3. Theory triangulation: the use of multiple perspectives to interpret a single set of data.
4. Methodological triangulation: the use of multiple methods to study the problem.

In this research, theory and investigator triangulations were applied. Moreover, according to Meijer et al (2002) “Triangulation is a concept that originated in the discipline within the field of geography concerned with land surveying. In this case, the researcher used the triangulation by theories. They are theory of language, literature, drama, and figurative language. The researcher takes the data from many sources, like books, e-books, journals, and articles that related to the research. After the data were collected and analyzed, the findings were compared with the relevant theories. The theories that used in this study are theory of semantic by Verhaar (1999), theory of language by Wardhaugh (2006), and theory of figurative language by Perrine (1992). The trustworthiness had been done by rechecked and matched the analysis to the relevant theories.