

CHAPTER III

RESEARCH METHOD

This chapter presents research method, which include research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

This research is about study of syntax, which focuses on analysis of phrases. Here, the researcher used qualitative approach it means that the data collected is not the form of numbers, but the data in the form of word that derived from documents, magazine, newspaper etc. According to Bogdan and Taylor (1975:5) cited by Moleong, Lexy J (2004:4) they devine that,

“Metodology kualitative sebagai prosedur penelitian yang menghasilkan data deskriptif berupa kata-kata tertulis atau lisan dari orang-orang dan perilaku yang dapat diamati”.

Furthermore, the researcher used ‘content analysis’ as the type of qualitative research. Why the researcher uses content analysis? It’s because this type is suitable with the research purpose which is to analyze the phrases which were in the form of documentary sources (lyrics of Taylor Swift’s songs) and to draw the conclusion systematically. So, by using this approach the researcher hopes that this study would be clearly analyzed.

Kawulich, B. Barbara. (2004:49) assumes that “a qualitative content analysis approach to data analysis involves reading and re-reading transcripts, looking for similarities and differences that enable the researcher to develop themes and categories”.

Therefore, the researcher would analyze the kinds of phrases in lyric of Taylor Swift’s song by using a qualitative content analysis because this approach is appropriate with the researcher objectives.

B. Data and Data Sources

Data is a set of values of qualitative or quantitative variables, restated, pieces of data are individual pieces of information. Data is collected and analyzed to create information suitable for making decision (Denispir, Wikipedia).

The data in this research is in the form of phrases in lyrics of Taylor Swift’s songs selected randomly. The researcher used lyrics of Taylor Swift’s songs as the source of the data, it is because Swift is known for narrative songs about her personal experiences, so that the researcher is curious about the singer’s experiences which expressed in the songs’ lyrics and her songs also contains many of phrases, the remainder Taylor Swift is one of the best selling artists of all time (Accessed on June 10, 2015). These are why the researcher chooses this lyric of Taylor Swift’s song.

The data source that is used by researcher has selected randomly from 16 titles, become 4 titles from Red Album. These are:

1. 22 from Taylor Swift's fourth album
2. The lucky one from Taylor Swift's fourth album
3. The lucky one from Taylor Swift's fourth album and
4. Starlight from Taylor Swift's fourth album

In this research, the researcher only chooses 4 titles as source of data. Furthermore, the researcher looking for the data source from internet and from the original cassette of Taylor Swift's song, it is done in order to make the data more credible. From the data source that has selected from Taylor Swift's song, the researcher directly can conduct a research by analyze sentence or clause in the lyrics of Taylor Swift's song to find out the phrases.

C. Technique of Data Collection

Based on the sources of data, the technique used by the researcher is artifact which is analysis used for document in analyzing the data and obtaining the data. This technique is attempted to trace the source of information in the form of document which are relevant to be researched. In this research, the researcher obtained data documentation from looking for the original cassette and browsing the songs' lyrics of Taylor Swift from the internet to do research.

The technique that will be used by the researcher to collect the data is the following stages, these are:

- Reading and understanding lyrics of Taylor Swift's songs
- Choosing and marking the data dealing with phrases
- Choosing the data which have difference form/structure with others data in lyric 1,2,3 & 4

D. Technique of Data Verification

In this part, the researcher would convince the readers that the research data obtained are valid. The technique that used by the researcher to verify the data is triangulation, the researcher finds out the supportive theory and finds out the data source from credible source. Furthermore, before the lyrics are analyzed, a crosscheck was conducted in order to compare the lyrics written from the internet with original one by listen the songs from original cassette of Taylor Swift. This is conducted by the researcher, so that the lyrics are accurately transcript.

E. Data Analysis

Data analysis is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making (Farcaster, Wikipedia). Kawulich, B. Barbara. (2004:52) adds "data analysis is the process of reducing large amounts of collected data to make sense of them".

In this research the researcher uses content analysis model to analyze the data, because the model has characteristic that can discuss written information deeply, and this model is appropriate with the research which is analyze the written document such as magazine, newspaper, advertisement, novel, song's lyric etc.

According to Wahyuni (2012:49) content analysis is defined as a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying patterns with has the goal to provide knowledge and understanding of the phenomenon.

To answer the research problem, after the data have been collected, then the researcher analyzed them systematically as the purpose of this study, the researcher are going to investigate the phrases in lyrics of Taylor Swift's songs by following some steps, bellow:

1. Listen to original cassette of Taylor Swift's song, while read the lyric text to make the data accurate.
2. Reading the whole lyrics to find out the phrases and selecting the phrases which have difference of the structure in each lyric.
3. Analyzing the phrases by using tree diagram
4. Identifying the phrases to know the function of a phrase
5. The last, interpreting song's lyric to find out the meaning of phrases.