

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher presents the methodology of the study which cover research design, data and data sources, technique of data collection, technique of data verification, and data analysis.

A. Research Design

In this research, the researcher conducted some stages in finishing the research. The research design was used to determine how to analyze data that was relevant to the research problems, as well as what data to collect. The term “research design” refers to a precise overview of how research will be carried out. Research design include how data would be used, how the instrument would be used, and how the data collected would be analyzed.

Therefore, the researcher conducts a study on figurative language used in selected BTS songs. The aims of this study are to find the types of figurative language used in selected BTS’ songs and analyze its meaning based on current social condition. Based on the data were collected, this research was categorized as qualitative research due to its form of written song lyrics. While, the researcher used qualitative as the approach of this study, discourse analysis was used by the researcher as research design. It was due to the fact that the data were in the form of words or phrases or sentences of song lyrics in selected BTS’ song. As stated by

Ary (2010), “Discourse analysis studies linguistic units to examine the relationship between words and their meanings.” Using this method, the researcher obtained the data required for the study by purchasing and reading the English-translated lyrics that contained in BTS’ physical and digital album. The researcher then analyzed the data, which was then processed during the discussion findings analysis. This method is also used in this study because it involves technique of coding, sorting of categories, identifying themes, and relationships and drawing conclusions to answer research question. In fact, literature reveal that it has been noted that most of the qualitative methods share some form of commonalities in their analytical approaches (Starks & Trinidad, 2007; Wertz, et al., 2011).

B. Data and Data Sources

In this study, the type of data used is qualitative data, which is expressed in the form of words rather than numbers. It is stated by Denscombe (2007), the source of qualitative data research might be in the form of words, which can be found in spoken or written sentences. Furthermore, Hancock (2002) argued that the researcher uses qualitative data to generate theories that help people understand the social world better. In other words, this is a method for developing a theory that is based on inductive approach.

In this research, the form of the data was the words or sentences or lyrics that contain figurative language used in selected BTS song. Generally, the source of the data of this study comes from the album LOVE YOURSELF: Her that are

sung by BTS which contained in physical and digital sold album. The researcher focuses on the seven selected songs; DNA, Best of Me, Pied Piper, MIC Drop, Go Go, Outro: Her, and Sea. The researcher got the BTS LOVE YOURSELF: Her album along with the lyrics from purchasing physical album in online stores and the digital album on the ‘Spotify’ as well as website (<https://genius.com/>).

Table 3.1 List of Data and Data Sources

No.	Track/Song	Source
1.	DNA	Digital album on the ‘Spotify’, website (https://genius.com/)
2.	Best of Me	Digital album on the ‘Spotify’, website (https://genius.com/)
3.	Pied Piper	Digital album on the ‘Spotify’, website (https://genius.com/)
4.	MIC Drop	Digital album on the ‘Spotify’, website (https://genius.com/)
5.	GO GO	Digital album on the ‘Spotify’, website (https://genius.com/)
6.	Outro: Her	Digital album on the ‘Spotify’, website (https://genius.com/)
7.	Sea	Physical album, website (https://genius.com/)

C. Research Instrument

In qualitative research, the primary instrument for data collection and analysis is the human investigator. Thus, the research instrument used in this study is the researcher herself. As stated by Creswell (2014), “Researcher is the key instrument of qualitative research.” The researcher as the research instrument because the researcher does the research by collecting the data then identifying or classifying, and analyzing the data which used as the object of the study herself. The researcher directly observed the data gathered from the source of the data,

physical and digital LOVE YOURSELF: Her album, because it is well translated and easier to find in the official store.

D. Technique of Data Collection

Data collection methods are the methods used by the researcher to collect data. The collecting data is one of the tasks which is the most important one in research. The researcher attempted to analyze the meaning of figurative language in BTS's selected songs from the album LOVE YOURSELF: Her in this study. The researcher gathered some relevant and related references to the topic. Thus, the researcher used a qualitative data which the form of data is song lyrics.

Data can be collected using a variety of techniques. Creswell (2014) argued that "In many qualitative studies, researchers acquire many forms of data and spend a significant amount of time in the natural setting acquiring information,". According to Creswell (2014), qualitative data collecting procedures can be divided into four basic types; interview, observation, documentation, and audio & visual materials. However, the researcher uses documentation to obtain data in this research. Documentation is a technique for obtaining data from written sources, such as books, news, regulations, daily notes, song lyrics, and so on. This technique can be done through two processes: reading and noting (Zed, 2004). The reading technique is used to identify specific information and predict the purpose of the text. On the other hand, noting or taking notes is used to keep a permanent record of the data. The necessary steps of collecting data are as follows:

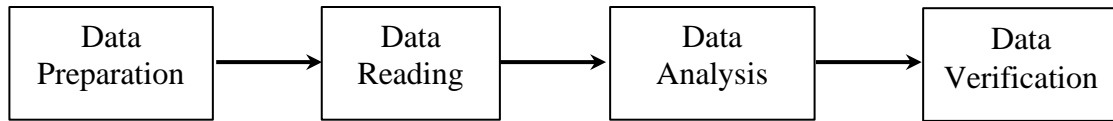


Figure 3.1 Technique of Data Collection

D.1. Data Preparation. The first step of collecting the data is data preparation. In this step, the researcher prepared the song's lyrics from the seven selected songs from album LOVE YOURSELF: Her by BTS. This step is done to make the data analysis easier to be analyzed by the researcher and avoid mistakes that might be done, such as misspelled or miss-translation.

D.2. Data Reading. The second step of collecting the data is data reading. The researcher is required to read through all the data which is song's lyrics after preparing the data from the seven selected songs from album LOVE YOURSELF: Her carefully and comprehensively while taking important notes. This step is necessary to find and identify the song's lyrics that contained figurative language in BTS' selected songs.

D.3. Data Analysis. The third step is data analysis. In this step, the researcher is required to making or giving codes to the song's lyrics that are contained of figurative language from the important notes that are taken before. After all of the data have been discovered, it is gathered and organized into a table. Then, the researcher is required to classify the data into types of figurative language that are in accordance with Perrine (1992) theory. After all of the types of

figurative language have been discovered, the researcher will analyze the meaning of each type of figurative language used in BTS' songs lyrics.

Table 3.2 Code of Types of Figurative Language

No.	Type of Figurative Language	Code
1.	Simile	Sim
2.	Metaphor	Mtp
3.	Personification	Pe
4.	Synecdoche	Syd
5.	Paradox	Pa
6.	Symbol	Syb
7.	Allegory	Al
8.	Hyperbole	Hyb
9.	Apostrophe	Ap
10.	Understatement	Un
11.	Verbal Irony	VI

Table 3.3 Code of Track

No.	Track	Code
1.	DNA	#1
2.	Best of Me	#2
3.	Pied Piper	#3
4.	MIC Drop	#4
5.	GO GO	#5
6.	Outro: Her	#6
7.	Sea	#7

D.4. Data Verification. After all of song's lyrics that contained figurative language have been identified based on their types and analyzed for their meanings, the last step of collecting data is data verification. This step will require the theory made by Perrine (1992) to be verified. Data verification is necessary to avoid analysis errors that might be done by the researcher.

E. Data Analysis

Data analysis is the process of arranging data into a pattern unit, category, and description. It is strengthened by Bogdan & Biklen in Moleong (2011), "Data analysis is the attempt made by way of working with data, organizing data, classifying data into manageable units, searching and finding patterns, determining what is essential and what is learnt, and deciding what may be shared to others," According to Creswell (2014), there are six steps of analyzing data in qualitative research, such as (1) Organizing and preparing the data for analysis, (2) Reading or looking at all the data, (3) Starting coding all of the data, (4) Using the coding process to generate a description of the setting or people as well as categories or themes for analysis, (5) Advancing how the description and themes will be represented in the qualitative narrative, and (6) Making interpretation in qualitative research of the findings or results. Nevertheless, Miles & Huberman (2014) stated there are four steps data analysis that can be more fitted to this research, as shown below:

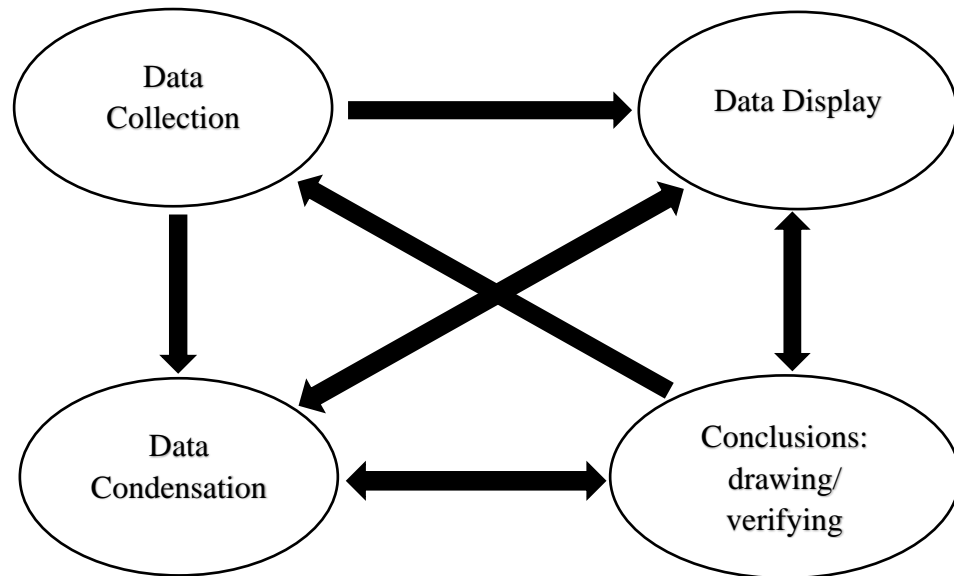


Figure 3.2 Data Analysis

E.1. Data Collection. Data collection is the first step of data analysis according to Miles & Huberman (2014). This step started with the process of preparing the data. The researcher took the data of this study from physical and digital album of LOVE YOURSELF: Her and additionally used the website (<https://genius.com/>). After completing the collection and checking of the collected data, the researcher moved on to the next step of data analysis, data condensation.

E.2. Data Condensation. Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data. In data condensation, the researcher is required to be selective to decide which data that can be studied. Using the coding that was created, the researcher selected BTS'

song lyrics that featured figurative language. The aim was to separate the raw data from the processed data, which would be used in this study. The researcher subsequently sorted out each data set depending on the types of figurative language using Perrine's theory (1992). This data condensation step is repeated by the researcher to avoid confusion; only data related to the main problems are chosen, while others develop from the analysis process.

E.3. Data Display. A display is a well-organized, condensed collection of data that enables decision-making and action (Miles & Huberman, 2014). In this step, the researcher organized and displayed the data of BTS' songs lyrics which contained of figurative language systematically using the form of table and explained its meaning in descriptive text.

E.4. Conclusions. Drawing conclusion is the last element of data analysis. It consists of making clear statements about how the data reflects the study's main point. Further, drawing conclusions also involves taking a step back to understand what the analyzed data represent and their implications for the questions of discussion. Verification, which is intrinsically linked to conclusion making, entails returning to the data as many times as necessary to cross-check or verify the conclusions that have emerged. In this study, the researcher draws a conclusion from the finding of the research, figurative language used in selected BTS song from album LOVE YOURSELF: Her. After drawing

conclusion, the next is verification by back to the notes and theories, with argumentation and review.

F. Technique of Data Verification

Triangulation is used by the researcher to verify data and avoid bias and invalid data in this study. According to Patton (1999), triangulation refers to the use of multiple methods or data sources in qualitative research in order to develop a comprehensive understanding of phenomenon. As a technique for examining data, the triangulation uses sources, methods, researchers, and theories. It is stated by Denzin & Lincoln (1978); Patton (1999), “There are four types of triangulations; method triangulation, data source triangulation, researcher triangulation, and theory triangulation.” In qualitative techniques, source refers to comparing and measuring the level of trustworthiness and validity of information gathered over time and with various instruments (Patton, 1999). This can be accomplished by comparing observational data with interview data, comparing what people say in public with what people say in private, comparing what people say about the research situation with what people say over time, comparing circumstances and one's perspective with various opinions and views of people such as ordinary people, people with secondary or higher education, and others, comparing the results of interviews with the contents of a related document, and so on.

Method triangulation, according to Patton (1999), there are two strategies: verifying the credibility of research findings from multiple data gathering

techniques and verifying the credibility of the multiple data sources using the same approach. Investigator triangulation, as stated by Patton (1999), the use of researchers to verify the trustworthiness of the data. The use of other researchers assist reduce data collection errors. Theory triangulation is based on the assumption that certain facts/information cannot be verified by single or several theories. Based on the theory above, triangulation is known to be particularly essential in qualitative research. Triangulation is used to ensure that the data being studied is genuinely valid, and that the results can be trusted and validated. In this research, the researcher used the theory triangulation and source triangulation to verify the collected data. The theories of language, semantics, figurative language are taken from books, journals, articles, e-books, and others that are related to the research.