

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter presents the research method. It focuses the method used in conducting this study which covers (1) Research Design, (2) Data Sources, (3) Technique of Data Collection (4) Technique of Data Verification (5) Data Analysis.

#### **1. Research Design**

According to (Creswell, 2014) research design are types of inquiry associated within quantitative, qualitative and mixed methods approaches that provide specific direction for procedures in a research design. In this research, the researcher used qualitative research. Qualitative research is research using to understand a phenomenon by focusing on the total picture rather than breaking it down into variables (Ary, Jacobs, Sorensen, & Razavieh, 2010). The researcher used qualitative research because the research is used to provide the most valid and truthful possible answer to research question. By using this design, the data of this research are collected from printed or recorded material through document analysis.

The design of this research is content or document analysis because the researcher studies about recorded material within its own context, and the material is song's lyrics. According to (Ary, Jacobs, Sorensen, & Razavieh, 2010) content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of materials. Content analysis can be carried out with any written material, from documents to interview transcriptions, from media products to personal interviews (Cohen, Manion, & Morrison, 2007). By using this design, the data of the research are collected from printed or recorded material through document analysis. Content analysis is a technique that derives from the communication sciences (Flick, 2004).

Qualitative content analysis can be used to analyze various types of data, but generally the data need to be transformed into written text before analysis can begin.

## **2. Data Sources**

The data are information collected by the writer to answer research problem sources were sources where the data were taken from. Data include materials the people doing the study actively record, such as interview, transcripts, and participant observation field notes. The source of the data is very important in the research because without it, the information is unable to be obtained by the researcher. The qualitative data are in the form of text like newspapers, movies, sitcoms, e-mail traffic, folktales, and life histories (Ryan & Bernard, 2000).

The data of this study are words from Ariana Grande's song in "Dangerous Woman" album's which has been observed by researcher to identify the type of slang words that used. There are 15 songs in that album. There are moonlight, dangerous woman, be alright, into you, side to side, let me love you, greedy, leave me lonely, everyday, sometimes, I don't care, bad decisions, touch it, knew better/forever boy, and thinking bout you. The researcher would analyze the song lyrics in Dangerous Woman album by Ariana Grande. The research got the data from transcript of song lyrics.

## **3. Technique of Data Collection**

Data collecting technique is the researcher's way of collecting the data in the research. In this research, the researcher used qualitative approach in which the data are in the form of utterances. The researcher used some steps of collecting the data. The techniques in collecting data were as follow:

- a. The researcher read the lyrics of the song in Ariana Grande song of lyrics and comprehending the lyrics.

- b. The researcher Identified the slang words used the lyrics.
- c. The researcher marked the slang words found in the lyrics.
- d. The researcher found and classified the types and the meanings of slang word based on Allan & Burrige theory and Oxford Learner's Pocket Dictionary, NTC's Dictionary of American Slang Colloquial Expression and Urban Dictionary on the internet (<https://www.urbandictionary.com>) to clarify the meaning.

#### 4. Technique of Data Verification

Verification is the process of checking, confirming and making sure so that the research will be trustworthy (Morse, 2002). There are four techniques in verifying the data in qualitative research. They are credibility, transferability, dependability and conformability. This study uses credibility and dependability as the technique of data verification.

##### 1. Credibility

Credibility can be defined as the methodological procedures and sources used to establish a high level of harmony between the participants' expressions and the researcher's interpretations of them (Given, 2008). Credibility in qualitative research concerns to the truthfulness accuracy of the findings. The researcher can use these following methodological procedures to increase credibility (Given, 2008).

- a) *Time*: Establish enough contact with the participants and the context to get the information one needs.
- b) *Angles*: Look at the data from different perspectives and viewpoints to get a holistic picture of the environment.
- c) *Colleagues*: Use support networks knowledgeable in the area to review and critique the research and data analysis findings.
- d) *Triangulation*: Seek out multiple sources of data and use multiple data-gathering techniques.

e) *Member checks*: Use the participants to make sure that the data analysis is accurate and consistent with their beliefs and perceptions of the context being studied.

In this study, the researcher uses triangulation to increase credibility. There are four kinds of triangulation (Given, 2008).

a) *Methods triangulation*: Checking out the consistency of findings generated by different data collection methods. When designing and conducting research, qualitative investigators frequently combine methods such as interviewing, surveys, and observation across variable times and in different places in order to collect data about their research phenomena from multiple perspectives and in different contexts. Researchers may also vary their methods within each type of approach.

b) *Triangulation of sources*: Checking out the consistency of different data sources within the same method. The researcher may gather evidence from interviews, participant observation, written documents, archival and historical documents, public records, personal papers, and photographs. Each type of source of data will yield different evidence that in turns provides different insights regarding the phenomena under study.

c) *Analyst triangulation*: Using multiple analysts to review findings. This can be done by deploying more than one investigator in the collection and analysis of data.

d) *Theory/perspective triangulation*: Using multiple theories or different theoretical perspectives to interpret the data. Examining the research findings using different theoretical lenses can also aid researchers in overcoming their own personal biases or ideological blinders. Different facets of the research problem can be explored by examining research results using analytical frameworks related to different theories.

This study used some theories of experts as the reference to analyze the data. Therefore, the researcher decided to use theory/perspective triangulation. The researcher listened songs many times and analyze the lyrics. To make sure that the identification of slang language used in

Ariana Grande's song is accurate, the researcher used Allan & Burridge theory and Oxford Learner's Pocket Dictionary, NTC's Dictionary of American Slang Colloquial Expression and Urban Dictionary on the internet to identify data.

## 2. Dependability

Dependability is considered as the suitability between the data of research and what actually occurs in the research. Ensuring the study's trustworthiness entails many of the strategies used in qualitative research in general. These may include data triangulation (drawing on multiple sources of data), prolonged engagement in the community or study setting, member checking (consulting with study participants on the accuracy and validity of the data and the study findings), and maintaining an audit trail (documenting analytic decisions during the study) (Given, 2008). This research used an audit trail to establish the dependability of the research. An audit trail is a transparent description of the research taken in the research. There are some categories for reporting data such as raw data, data reduction and analysis product, data reconstruction and synthetic products, process notes, materials relating to intention and disposition, instrument development information that can be used when developing an audit trail. Consequently, the researcher delivers the importance of theory in the process of collecting and analyzing the data systematically.

## 5. Data Analysis

The model of data analysis that the researcher uses is an interactive model by Miles and Huberman (1994). The flow of analysis follows an interactive analysis model. In this research, the process analysis is done through 4 stages, they are:

### 1. Data collection

The data is obtained from Ariana Grande's song lyrics in "Dangerous Woman" album.

## 2. Data reduction

After the data has been collected, the data would be reduced to determine the relevant data. In the process of data reduction, only the findings that related to the research problem are taken. However, data that are irrelevant with the research problem is discarded.

## 3. Data presentation

After reducing the data, the researcher would present the result.

## 4. Withdrawal Conclusion

The conclusion is made during the research, such as data reduction process after the data has been collected. Then, it would be obtained a tentative conclusion. After the data is completely complete, it can be obtained the final conclusion.