

CHAPTER III

RESEARCH METHOD

This chapter discusses the research method related to this study. It presents the Research Design, Data and Data Source, Data Collection, Data Verification, Data Analysis and the Interpretation.

A. Research Design

The researcher used a descriptive research method, in which the data are described systemically to get an accurate and factual result. Isaac and Michael (1981: 46) state, Descriptive qualitative method describes the population and the evidence of the data systematically, factually and accurately. The purpose of descriptive research is to describe systematically the facts and characteristics.

This study used a descriptive qualitative method to study the problem because this study has purpose to describe and analyze the types of figurative language used in Maher Zain selected songs. This study is carried out by formulating problem, collecting data, classifying data, and analyzing data.

Research is an activity to observe something which is done by the researcher. When we do the research, one of the most important thing in the research is research design. Creswell (2012:3) states research designs are the specific procedures involved in the research process: data collection, data analysis, and report writing.

The research design used in this study is content analysis. Ary (2010:29) Content analysis focuses on analyzing and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents. Content analysis usually begins with a question that the researcher believes can best be answered by studying documents. For example, what was the employment situation like for married women teachers in the early 20th century? Content analysis is sometimes quantitative, such as when one investigates middle school science textbooks to determine the extent of coverage given to the achievements of minority scientists.

B. Data and Data Source

Data is raw material that needs to be processed to produce information. The data of this study are the all lyrics produced from song's lyric containing figurative language. Song lyrics include words, sentences or utterances for doing something based on the text dialogue.

The source of data in the study is subjects from which the data can be obtained (Arikunto, 2010:129). This research uses song's lyric from Maher Zain's songs they are: (1.) Awaken (2.) Open Your Eyes (3.) The Chosen One (4.) InsyaAllah (5.) Ya Nabi Salam Alayka (6.) So Soon (7.) Alhamdulillah (8.) Hold my head. Some information from other books and internet is to complete this study.

Maher Zain was born March 16, 1981 in Tripoli Lebanon. He is thirty two years old. He is a Muslim Swedish. Then Maher Zain is R&B singer, songwriter and music producer. His album Thank you Allah was released in 2009 is successful album. Furthermore he released his follow up album Forgive me on April 2, 2012. When he was eight years old his family moved to Sweden. He finished schooling there gaining a Bachelor degree in Aeronautical Engineering. After that he entered the music industry and linked up with Red One, the Moroccan born Swedish producer.

In 2006, he moved to New York and continues his music industry career in the USA producing for artists such as Kat Deluna. Maher Zain decide to move away from a career as a music producer to become a singer or songwriter of contemporary R&B music. He began working on album with Awakening Records in January 2009. In 1 November 2009 he was released album Thank You Allah with 13 songs and two bonuses.

Maher Zain successfully used new media such as You Tube, Face book, and iTunes to promote the album. In 2010, he was most Google celebrity in Malaysia for that year. In 2010, his album Thank You Allah received 8 platinum awards from Warner music Malaysia as the highest selling album. Then in 2011, Thank You Allah earned a double platinum award from Sony music Indonesia.

He sings mainly in English but has released some of his most popular songs in other languages. For example is “InsyaAllah” is now

available in Malay, Arabic, French, English, Turkish and Indonesian version. Next Maher Zain released Freedom in March 2011. Its song inspired by the events and actions of the people taking part in the Arab spring.

In January 2010, Maher Zain won best religious song for Ya Nabi Salam Alayka, on Nujoom FM, a major Middle East mainstream music station, beating other prominent singers including Hussein Al Jismi, Mohammed Mounir and Sami Yusuf. He was chosen as Muslim star of 2011 in a competition organized by Onislam.

C. Data Collection

Data collection methods are the way of collecting data used in this research. There were some data collection methods or steps employed to collect data used in this research. In this study the researcher used qualitative approach in which the data were in the form of utterances. Some steps of collecting the data in this study were as follows:

1. Browsing Maher Zain's song

The researcher browsing songs of Maher Zain

2. Collecting Maher Zain's song

Collecting data here is a method for collect the data that analyzed by the researcher. The researcher collects the data taken from Maher Zain's songs.

3. Selecting Maher Zain's song

The selected of Maher Zain's song which include kinds of figurative language, the researcher choose 10 songs from Maher Zain's songs, with the titles: (1.) Awaken (2.) Open Your Eyes (3.) The Chosen One (4.) InsyaAllah (5.) Ya Nabi Salam Alayka (6.) So Soon (7.) Alhamdulillah (8.) Hold my head

4. Reading and understanding the lyric

In this step, the researcher read the lyric not only once, for the purpose of understanding deeply about the lyric of the songs.

5. Identifying out all the words, phrase and sentence containing figurative language as the data.

After reading and understanding the lyric of Maher Zain's songs, the researcher identified all words, sentences and phrases contained figurative language as the data.

6. Noting down the data classifying them

After doing the previous step, the researcher classified the data based on their analysis of figurative language.

D. Data Verification

In this case the researcher needs to explain the technique that used for verifying the data. Some selected technique possibly to be applied in this research and which are popularly used for qualitative research is triangulation technique. In this study the technique used was triangulation to check validity and reliability of the data analysis. This part explains about the trustworthiness of the inquiry's finding in library research. Ary (1972:508) "credible or truth value involves how well the researcher has established in the finding based on the research design, participant and context". Dependability ensures that the data represent the changing conditions of the phenomenon under study

E. Data Analysis and Interpretation

The data are analyzed to answer the research question. The researcher must determine whether the result answer the research questions. After the data have been obtained from data sources, the data were analyzed through the following procedure:

1. Reading and identifying the whole lyrics to find figurative language.

The first step of collecting data, the researcher reads and identifies the figurative languages used in the lyrics.

2. Classifying lyrics to find the types of figurative language. After the data had been identified, the researcher classifies the data into the types of figurative language according to the theories of Keraf (2009:137).
3. Analyzing the meaning of figurative language in the lyrics. To analyzing the meaning, the researcher reads every lyrics that consists of figurative language. The researcher studies the meaning by analyzing the contextual meaning in the lyrics. After that, the researcher tries to find the meaning of figurative language used in the lyrics with Biography approach.

4. Making conclusion

The last step was making conclusion according to the analyzed data. After the researcher found the answer from research problem, then the researcher will make the conclusion based on the finding.