CHAPTER III
RESEARCH METHODOLOGY

In this chapter, the writer of this research would like to discuss about the research design, the approach, the object of study, the data collection and the data analysis.

1.1 Research Design

According to Ary (2002), research design is a plan of how to proceed to gain an understanding of some group or some phenomenon in its natural setting. There are two kinds of research method, quantitative research and qualitative research. In quantitative research, objective measurement and statistical analysis of numeric are used to understand and explain the phenomena. Furthermore, qualitative research focuses on understanding social and providing rich verbal descriptions of settings, situations and participants.

In this study, the writer used qualitative research design because the writer wants to describe in detail about the figurative language and message on “Love Story” song by Taylor Swift.

3.2 Approach

An approach is needed in literature study to analyze literary works. With an approach, someone tries to be closer with others. In this study, literature approach means how the researcher views toward of the work literature (Ambarsari 2013). So, an approach in this part means that the way for the writer as the researcher to understand the message and figurative language more clearly.
Abrams (1985:40) says that literary approach consists of four divisions. They are:

1. Pragmatic approach
2. Mimetic approach
3. Expressive approach
4. Objective approach

In this research, the researcher used objective approach to analyze “love story” song by Taylor Swift. The objective approach is an approach that focuses in that literary work without looking at the poet’s life, the audience or the history of the poem. Therefore, the writer only focuses in her figurative language and message that contained in that song. The objective approach in this research is used to make the researcher consistent to analyze, because the researcher just focuses in that song.

3.3 Source of Data (Object of Research)

Ary (2002) said that if a document is written by someone who has had firsthand experience with the phenomena under study, it is considered primary source. So, the primary source in this research is from “Love Story” song by Taylor Swift because the researcher gathered the data from every sentence and phrase containing figurative language and message of the song “Love Story” by Taylor Swift.

Taylor Swift is the young lady singer and song writer from America that was born on December 13, 1989. The researcher studies one of Taylor Swift song “Love Story” that is available in her second album named “Fearless”.

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3.4 The research Instrument

According to Ary (2002), in qualitative studies, the human investigator is the primary instrument for the gathering and analyzing of data. Research instrument is the most important thing for the researcher to get the data. In this research, the writer is a human instrument to collect the data and analyze the data by him or herself. Ary (2002) stated that the concept of human as instrument is to emphasize the unique role that a qualitative research uses in his/her. It is needed because qualitative research studies human experience and situation. Researcher in this research chooses lyrics in “Love Story” song by Taylor Swift. They become the object of study especially for the message and figurative language.

3.5 Data Collection

In this research, the writer, as a researcher, collected the data as sufficient as possible that are written in “Love Story” song by Taylor Swift.

The steps in collecting data as describe as follows:

1. Reading lyrics and listening to “Love Story” song by Taylor Swift song in mobile phone or laptop mp3 player until the writer gets a complete understanding. It was done around twenty two times.

2. Looking for the figurative language in that song.

3. Classifying the lyrics that are contained message.

4. Drawing conclusion based on the finding.

3.6 Data Analysis
After the writer had collected the data, the writer analyzed the data based on some steps.

1. Reviewing the data that are already collected.

2. Indentifying the figurative language used in the song.

3. Finding the detail meaning in figurative language that are available in “Love Story” song by Taylor Swift.

4. Analyzing the message found in that song.

5. Drawing the conclusion based on data analysis.

   Based on Miles and Huberman (1994), there are three steps for qualitative data analysis, such as:

1. Data reduction

   Data reduction is analysis that happens through editing, segmenting and summarizing the data. In the middle stages, it happens through coding and memoing, and associated activities such as finding themes, clusters and patterns. In the later stages, it happens through conceptualizing and explaining.

   In this research, the data reduction is not done because the data are in the form of song lyrics which are regarded as the main source data.

2. Data display
Data displays are used at all stages. They enable data to be organized and summarized. They show what stage the analysis has reached, and they are the basis for further analysis.

This research used the lyrics that have figurative language and emphasize the whole meaning of “Love Story” song by Taylor Swift as the data display.

3. Interpreting the data and drawing conclusion

The reasons for reducing and displaying data are to assist in drawing conclusions. Conclusions will be in the form of propositions. Once they have been drawn, they need to be verified.

For drawing the conclusions about data, the researcher interprets what the meaning of figurative language and the whole message that she found in “Love Story” song by Taylor Swift.