CHAPTER III

METHODOLOGY

3.1   Research Design

According to Sugiyono (2018), data collecting techniques are employed in qualitative research, where the emphasis is primarily on meaning, while research methods based on philosophy are used for research under scientific circumstances (experiments) where the researcher is the instrument.

In this study, a quantitative method was taken. As per Sugiyono (2020), approaches of quantitative research might be understood as Positive research techniques involve studying a certain population or sample, gathering data with research tools, and analyzing the data quantitatively or statistically in order to test the hypothesis.

3.2   Data Source

3.2.1   Data Source for Qualitative Research In The Contribution Of Deixis To The Listener's Engagement With Song

The following procedures were followed in order to gather the data using a quantitative method: An interview was first handed by the researcher to a sample of listeners who had heard the song. The researcher then gathers responses and uses statistical methods to analyze the data. The researcher interviewed 10 people from the English class of 2020 at University of Muhammadiyah Malang. The researcher took them because they had studied deixis in the Linguistic Perspectives in ELT course in semester 5 which would be needed for this analysis.

3.2.2 Data Source for Quantitative Research In Types Of Deixis

The data source of this research is song lyrics All of me by John Legend 2013. Which contains person deixis that is categorized into 3 types : personal pronouns, spatial references, and temporal markers. Since this study belongs to quantitative research, the instrument of this study is the researcher herself which is called a human instrument. The main instrument is the researcher who obtains, collects and analyzes.

3.3 Instrument

The human investigator is the most important instrument in data collection and analysis in qualitative research. Therefore, the researcher chose a qualitative method to find the results, so the researcher uses ten students from the University of Muhammadiyah Malang's English class of 2020 were selected as informants for the researcher's study because they had previously studied deixis in the Linguistic Perspectives in ELT course in semester five, which was necessary for this analysis

1. Interview

Researchers ask 4 question (how after listening and know about the meaning to the song lyrics All Of Me by John Legend the phrases "I" and "You" imply a direct accepted, giving the listener the feeling that they are being addressed personally and using the pronouns "We" or "Us" makes you feel as though you're seeing your own experiences.) to 10 respondents via WhatsApp social media

2. Document

The song *All of Me* by John Legend, which was released on August 12, 2013, has a duration of 4 minutes and 29 seconds, which is just right to listen to—not long and not short—and this song has 53 verses. Researchers took this song from the YouTube application on the channel Vibe Music, which has been watched by 5.6 million people. Apart from that, researchers took main data from songs contained in the lyrics through available genius.com.

3.4 Data Collection Method

3.4.1 Data Collection Method Qualitative In The Contribution Of Deixis To The Listener's Engagement With Song

1. Determining the Subjects of Research

In qualitative research, the phrase "research subject" is employed. Suliyanto (2018) defines qualitative research as research grounded in qualitative data, which is defined as data that is exclusively expressed via words or phrases rather than numerical representations. A person who provides information on topics related to the research being undertaken is known as an informant. This person is referred to as the "research subject" in qualitative research. Examine the context and background information as one method of supplying this information. Informants are utilized in qualitative research to swiftly get a great deal of specific data. Researchers might compare incidents found from various sources or exchange ideas by using informants.

Ten students from the University of Muhammadiyah Malang's English class of 2020 were selected as informants for the researcher's study, "A deixis analysis of

song lyrics in *All Of Me* by John Legend Song, 2013" because they had previously studied deixis in the Linguistic Perspectives in ELT course in semester five, which was necessary for this analysis. The researcher prepared a number of questions in advance of the interview that were designed in such a way that preconfigured tools, like the messaging program WhatsApp. The rationale behind choosing these informants was to learn more about the ways in which linguistic devices enhance listeners' engagement with music and expand upon our comprehension of the nuanced ways in which songs convey intricate emotional narratives. The researcher also aimed to draw conclusions from a variety of perspectives.

2. Designing Interview Question

In order for research to be conducted successfully and efficiently, research design is necessary. As per Suliyanto (2018), research design offers a sequence of steps to gather data required to organize funding or address research issues. Descriptive qualitative research methodology is used in this study, according to Sugiyono (2016). Descriptive qualitative research attempts to describe the subject of the study in a methodical, factual, and accurate manner while investigating a phenomenon as it is actually experienced by research participants. Not the quantity (number) but the quality (depth) of the data is the main focus of descriptive qualitative research. Scripts from interviews, images, and other official papers are some examples of the data generated by the descriptive qualitative approach.

Additionally, everything gathered could hold the key to the findings of the research. For the purpose of giving a summary of the study's presentation, the research report will include data quotes. Essentially, abundant data from descriptive

qualitative research exposes a larger issue. Using qualitative methodologies is the reason for this. Additionally, everything gathered could hold the key to the findings of the research. For the purpose of giving a summary of the study's presentation, the research report will include data quotes.

3. Interviewing the Subject

The interview procedure for the complaint topic entails a number of important phases and factors. Making ensuring the subject gets the chance to provide any supporting or pertinent evidence for the inquiry is the main objective. This entails putting the person at ease, paying attention, and emphasizing the significance of details. In order to collect data, the researcher should also present the subject first and start the "pipeline" method, which entails asking open-ended questions initially, followed by more in-depth ones. Researchers also need to double-check the data using the evidence at their disposal.

The researcher meticulously planned and prepared before the interview. and this entails classifying subjects in a logical sequence and recognizing all opposing facts and theories. The researcher should be made aware, before the interview, that the respondent will be asked to elaborate on subjects that might be pertinent to the problem under investigation. Additionally, researchers be ready in advance to cover any fresh subjects that could come up during the interviews.

4. Collecting the Data

One step of research that costs a lot of money and effort is data collecting. Due to the challenges of data collection, research frequently fails (Suliyanto, 2018). Since gathering data is the primary goal of research, data collecting techniques

represent the most strategic stage of the process. Without an understanding of data collecting methods, researchers cannot obtain data that complies with accepted research standards. Data collecting techniques used in qualitative research include focus groups, intensive/in-depth interviews, case studies, field observation, and in-depth interviews (Kriyantono, 2014).

Interviews and documentation will be the researcher's methods of gathering data. Suliyanto (2018) states that interviews are a method of gathering data in which the researcher converses with the respondent face-to-face in order to elicit information from them. Researchers can conduct interviews by various mediums, such as the phone, teleconference, or online chat, rather than in-person meetings. Because the interview procedure may be developed further, this approach has the benefit of allowing researchers to extract as much information as possible from the primary responders. This technique's drawbacks include high expenditures, a lengthy interview process, and difficulty scheduling a convenient time for interviewers and possible responders. Another flaw in the interview process is that it might grow farther and diverge from the intended outcomes if the interviewer is unable to manage the direction of the discussion (Suliyanto, 2018).

3.4.2   Data Collection Method Quantitative In Types Of Deixis

1. Determining the Objects of the Research

A research object, according to Arikunto (2010), is an item that is a component of the main issue being investigated. Suharsimi further pointed out that research variables are another name for items in the study. The term "core problem"

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refs to the target of study or, alternatively, to the center of an issue that the researcher has identified and will investigate, analyze, and study. The subject of the research problem won't just happen to emerge in the absence of a research object.

In the researcher's research entitled a deixis analysis of song lyrics in *All Of Me* by John Legend Song, This song was released on August 12, 2013. The lyrics of the song *All of Me* tell the story of someone who is falling in love. He lists all the things he likes about his partner, good and bad. The person said that even though things were difficult, he would always love his partner and always be there for him. The reason is, his partner is everything to him and he would be lost without him. The object that will be chosen is analyzing the lyrics which will be divided into 3 types: personal pronouns, spatial references, and temporal markers.

2. Designing Deixis Analysis in Form of Table

Researcher collects data with the Quantitative method by doing steps, as follow: first, the researcher listened to the songs of All of me by John Legend in order to understand the lyrics in detail. Second, the researcher searched the script of the lyrics of All of me by John Legend on genius.com. Third, the researcher choses the lyrics to be analyzed from the song of All of me by John Legend. Fourth, the researcher marked all of the chosen lyrics to be analyzed. Therefore, this study collects data directly from YouTube, genius.com and journals to also serve as documentation and reference for the convenience of researchers.

Researcher methods for gathering data include note-taking and listening strategies. Thus, context analysis is the data analysis method that the researchers in this study employed. Zuchdi (2005, referenced in Haritani, 2016) describes the

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phases involved in using content analysis methodologies, which include gathering, reducing, inferring, and analyzing data.

1.   Identifying the Text: Determining the song lyrics of "*All of Me*" by John Legend that will be analyzed for deixis.

2.   Determining the Categories: Identifying the categories of deixis that will be analyzed. These typically include person deixis, spatial deixis, and temporal deixis.

3.   Creating a Table Structure: Set up a table with columns for the following:

•   Deixis Type: The type of deixis used in the line (person, spatial, or temporal).

•   Deixis Expression: The specific expression used in the line that represents the deixis (e.g., "I," "here," or "now").

4.   Filling in the Table: Fill in the table with the relevant information from the song lyrics. For lyrics, each identify the type of deixis used and frequency

5.   Interpreting the Results: Analyze the table to identify patterns and trends in the use of deixis. This can help to understand how the speaker or researcher uses deixis to convey meaning and create a sense of shared experience or intimacy.

Here is an example of what the table might look like:

Table 3.1 Deixis Analysis Table

No	Deixis Type	Deixis Expression	Lyrics
1	Person	I	What would *I* do without your smart mouth?.
2	Spatial	Head	You've got my *head* spinning, no kidding.
3	Temporal	What	*What*'s goin' on in that beautiful mind?.

3. Collecting the Data

The division of analysis between personal pronouns, location references, and temporal markers is determined in this study using a frequency table. In this study, quantitative descriptive data analysis was employed. The display of data processing outcomes as numerical data is what is meant by quantitative analysis in this context. After the data is already formatted as a frequency table, it is studied descriptively, that is, by processing the data and presenting it in an understandable narrative manner.

The following are the steps taken by the researcher to collecting data:

1. Searching for songs and lyrics on YouTube and in the lyrics via the available genius.com.
2. Downloading the song and printing the lyrics.
3. Listening the song while reading the lyrics repeatedly.
4. Finding and underlining the person, spatial, and temporal which deixis language.

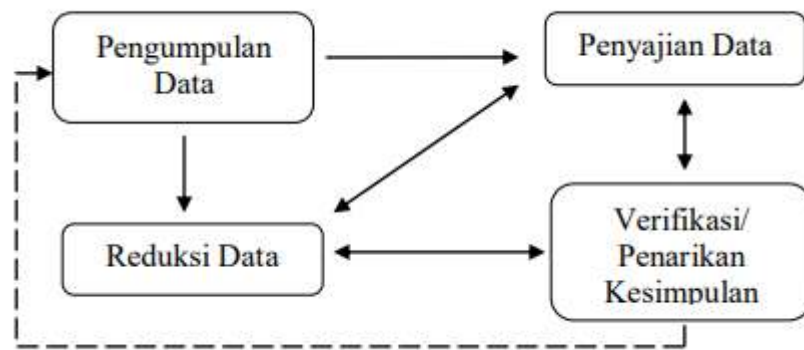5. Grouping a whole found lyrics based on their types.

3.5   Data Analysis

3.5.1   Data Analysis Method Qualitative In The Contribution Of Deixis To The Listener's Engagement With Song

Data analysis is the act of searching through and carefully compiling information from notes, interviews, and documents, according to Sugiyono (2020). This is accomplished by grouping the data, breaking it down into more manageable chunks, combining it, and organizing it into a pattern. Ultimately, conclusions that are easy to comprehend both the subject matter and the researcher are reached.

High levels of data variance are produced by qualitative research, which collects data constantly, from several sources, and through a variety of data gathering methods (triangulation). The Miles and Huberman model is the data analysis method employed by the study. In Sugiyono's book (2018), Miles and Huberman state that data analysis in qualitative research is done both while and after data collecting is finished within a certain time frame.

In order to ensure that the data is saturated, interactive processes are used throughout the entirety of the analytic process to provide qualitative data. By using the interactive model as a guide, Miles and Huberman provide a broad interpretation of the pattern as follows:

3.5.1.1 Figure Component in Data Analysis (According to Sugiono 2018)

The steps are as follows:

1. Data Collection

Data collection is carried out over days, maybe months, so the data obtained will be a lot. In the initial stage, the researcher carries out a general exploration of the social situation/object under study, everything that is seen and heard is recorded. In this way, researchers will obtain very large and very varied data.

2. Data Reduction (Data Reduction)

The longer the researcher is in the field, the more data will be, more complex and complicated. For this reason, it is necessary to immediately analyze data through data reduction. Reducing data means summarizing, selecting and choosing the main things, focusing on the important things, looking for themes and patterns. In this way, the reduced data will provide a clearer picture, and make it easier for future researchers to search for it if necessary.

3. Data Presentation (Data Display)

After the data has been reduced, the next step is to display the data. In qualitative research, data is presented in narrative text form.

4. Conclusion Drawing and Verification (Conclusion Drawing/ verification)

Conclusions in qualitative research are new findings that have not previously existed. Findings can be in the form of a description or picture of an object that was previously dim or dark so that after examination it becomes clear.

1. Analyzing The Result Of Interview

The interviewer must now clean up the raw facts and arrange them into an easily navigable format. Usually, thorough planning takes time. However, thorough preparation pays dividends later on when working with the data; this is the benefit of going over each aspect of the data collection several times. For instance, transcribing data might be challenging, particularly if there are unclear phrases; hence, more effort has to be spent on them. Additionally, there's a good chance that certain nonverbal cues including tone of voice, humor, gestures, and body language will be missed. In this kind of scenario, the researcher needs to repeatedly and painstakingly try to keep the data reasonable. Drever (2006) advises the researcher to use remarks or symbols to help them remember subtleties of the discussion that they would otherwise forget.

Data are categorized, coded, and calculated in this step based on the research questions answered. Here the researcher divides it into the form: assessment information from student interviews must be identified, categorized, and calculated independently of the assessment answers. researchers have carried out rearrangements based on data characteristics, such as which research question corresponds to the question. the researcher found it easy to trace the origin of the material, the identity of the respondents, and the specific interview questions.

2. Summarizing The Result Of Interview

From the results of interviews, observations and case analysis that have been carried out, it can be concluded that the respondents from the first question we can see that the respondents have different feelings after listening to this song. Then in the second question, we can see that most respondents after knowing the meaning of the lyrics, they felt feelings that were either sad or happy.

And in the third question we can see that there are one or two respondents who have different statements from the others. And the fourth question, we can also see that there is one who feels uncertain, like "it depends on whether the person has experienced love or not" and the others we conclude that they feel the same experience as the writer of the song.

3.5.2   Data Analysis Method Quantitative In Types Of Deixis

Data analysis is the procedure that comes after data collecting is completed. The researcher employed a descriptive methodology to elucidate and corroborate their findings. According to Narbuko and Ahmadi (2015), descriptive research is a sort of study that makes use of data that already exists to address issues that are relevant now. This kind of study analysis entails the presentation, evaluation, and interpretation of data. In order to give thorough and pertinent information about this study issue and to generate correct findings, the researcher choose the descriptive technique.

The next step taken by the researcher after completing collecting information related to the data needed is to analyze the data using the following method:

1. Identifying the types of linguistic elements such as personal pronouns, spatial references, and temporal markers language used in each word found in in the song *All Of Me* by John Legend.

2. Categorizing each type of linguistic elements such as personal pronouns, spatial references, and temporal markers language that has been marked with anunderline.

3. Interpreting the meaning of linguistic elements such as personal pronouns, spatial references, and temporal markers language that has been categorized.

4. Drawing the final results in the form of conclusions based on the data thathas been analyzed.