

CHAPTER III

RESEARCH METHOD

This chapter is concerned with the descriptions; it focuses on the method used in conducting this research. The descriptions involved research design, object, instrument, data collection procedure, and data analysis.

3.1 Research Design

The research design applied in this study was a descriptive qualitative research design. According to Akhtar (2016) a descriptive qualitative research design is a method that examines a problem or phenomenon. Additionally, Akhtar agrees that descriptive research frequently aims to present phenomena or events exactly as it is. Descriptive qualitative research was selected as the most relevant design considering this study looked at the phenomena of Cardi B's accent in her rap songs. Rapper Cardi B was well-known for using an accent in her songs that was distinct from the Standard American accent, despite being born in America. Furthermore, this research also examined the reasons for the accent utilization in Cardi B's rap songs.

3.2 Research Object

This research took Cardi B's three songs as the research object; *I like It*, *Bodak Yellow*, and *Money Bag*. The accents utilized in the songs, which differ from Standard American accents, were explained by analyzing a few specific words in the lyrics. Furthermore, this study also examined the reasons behind the accent utilization in Cardi B's rap songs. These particular objects were chosen for two reasons. First, these songs show many different ways of pronunciation from the standard American accent. Moreover, *I Like It*, *Bodak Yellow*, and *Money Bag* were

chosen because Cardi B takes many singing parts although the song features other singers, and to show the consistency of accent utilization in Cardi B's rap songs.

According to That et al. (2017) research object is an assortment of digital items that include data, scripts, code, and temporary experiment results. These items serve as a medium for the distribution of knowledge and information. That et al. (2017) stated that research objects provide a more comprehensive and accurate record of a study when combined with the publication. This study's object was Cardi B's accent while singing rap songs. In addition to the Cardi B style, the other object was taken from the audio and phonetic transcription from the online dictionary (Cambridge Dictionary).

3.3 Research Instrument

This research used a document as the instrument. This study utilized both written and non-written documents. The written document was an online American dictionary (Cambridge Dictionary), while the non-written documents were Cardi B songs and a HOT97 YouTube interview with Cardi B. The Cambridge dictionary and Cardi B's songs were used to answer the first research question, whereas the HOT97 YouTube interview is planned to answer the second research question.

The document has various versions. Mohajan (2018) states that there are two types of documents used in document analysis: written documents (such as journals, handbooks, theses, magazines, newspapers, websites, and many more) and non-written or audiovisual documents (public and unpublished records). Rahayu (2021) points out that audio-visual documents can take any form of sound, such as digital archives, metaphorical visual narratives, and live stories.

3.4 Data Collection and Procedure

The data collection procedure used in this study was originated from Krudthong (2019) with adaptations and development to the research's context. The steps are presented below:

1. Collecting the songs that were going to be examined.

This research collected three of Cardi B's songs titled *I Like It*, *Bodak Yellow*, and *Money Bag*. The tracks were found on the YouTube music platform on the Play Store.

2. Picking up the words in the songs pronounced differently with the singer's original accent.

In this part, several words within those three specific songs were picked up. Those exact words reflected the diverse ways of pronunciation with Cardi B's origin accent (American).

3.5 Data Analysis

The data analysis procedure was adapted and developed for the need of this study, based on Krudthong (2019) research. Krudthong contrasts the singers' native accents with the accents found in the songs throughout the data analysis. The phonetic changes between the two English dialects, including vowels and consonants, revealed the similarities and variances. Below is a detailed description of the processes:

1. Examining the ways various words are pronounced in the songs.

This section compares Cardi B's original accent (collected by an online American English dictionary called Cambridge Dictionary) and Cardi B's

pronunciation in her songs (collected from her pronunciation in her rap songs) in the form of a table. those are shown in the table below:

Table 1

The comparison of American pronunciation and Cardi B's pronunciation

No	Song Title	Words that acquired change	American Pronunciation	Cardi B's Pronunciation	Minutes	Lines
1.						
2.						
3.						
4.						

2. Explaining the reason for the certain accent utilization within the songs.

This part included an illustration of the HOT97 YouTube channel interview, in which Cardi B testified about her use of accents in her rap songs.

3. Validating The Data

In this process, the data were validated by the English Language Education Department (ELED) lecturer of Muhammadiyah Malang University, whose expertise is in the applied linguistic field. After the data had been obtained from data sources, the data were analyzed through the following procedures. Moreover, data classification was read by the validator, who then verified the classification by

comparing it to the rubrics. In addition, the validator and writer agreed on the classification.

4. Illustrating a Conclusion

In this section, the researcher explains the conclusion based on the findings found within Cardi B's songs which are *I Like It*, *Bodak Yellow*, and *Money Bag*.

