CHAPTER III
RESEARCH METHOD

This chapter discusses research design, research object, research instrument, data collection procedure, and data analysis.

3.1 Research Design

Research design is essential to solve the research problems. Ary (2010) has stated that research design is the plan of intensely understanding groups or contextual phenomenon. Two types of research design are quantitative research and qualitative research. According to Ary (2010), the purpose of quantitative research is to study relationship, cause, and effect. Additionally, it deals with the statistical analysis of numeric data. Meanwhile, the focus of qualitative research is to understand the social reality through individuals’ feelings in certain events and situations. Qualitative research is enriched with interpretation and comprehension. Moreover, as stated by Creswell (2014), qualitative research analyzes data of texts and pictures. On top of that, Latief (2012) stated as well that the chosen source for the data of qualitative research is the most authoritative one. Hence, for the sake of the Dangerous Woman album, qualitative research was chosen to be applied because it fulfilled the need for identification of the song lyrics.

3.2 Research Object

The object of the research is Dangerous Woman album by Ariana Grande that was released in 2016. There are four singles of the album to be analyzed, which are Dangerous Woman, Into You, Side to Side, and Let Me
Love You. The songs were chosen based on the year of their release on Ariana Grande’s official YouTube channel. Moreover, those four singles are the most viewed songs that have reached millions up to billions of viewers in the Dangerous Woman album playlist that intrigued the researcher’s interest to analyze the musical work. Accordingly, the researcher focuses on the types of slang words and their meanings in those lyrics.

3.3 Research Instrument

In qualitative research, there are various aspects of data collection. The human instrument is introduced by Ary (2010) as the primary instrument whereby the researcher is capable of observing, adapting, and responding to human experiences. Furthermore, human instruments are preferable since the researchers are able to analyze data, draw and verify the temporary conclusion at the same time (Latief, 2012).

Qualitative observation tends to process the data by recording or documenting the behaviors, and then describing them, as stated by Ary (2010). Moreover, according to Creswell (2014), the purpose of this kind of data collection is to understand and complete the description of behaviors, specifically. One kind of observations used in this research is well-known as field note because it covers photographs, audio, and video that have been seen and/or heard by the researcher. Field notes have two components. The first one is a descriptive component that describes the noun or the person’s circumstances during or due to the events. Meanwhile, the second one is a reflective component that documents the researcher’s determinations,
comments, feelings, or decisions in analyzing the data process. Accordingly, the descriptive field note was chosen to be used since the research problems are focused on the meaning and the types of slang words in the song lyrics of the *Dangerous Woman* album.

### 3.4 Research Collection Procedure

The data collection procedures of the song lyrics in the *Dangerous Woman* album are explicitly elaborated as follows:

1. Printing out the lyrics of *Dangerous Woman*, *Into You*, *Side to Side*, and *Let Me Love You* to make it easier for the researcher to check out the slang words.
2. Observing the lyrics of the songs by reading and listening to it.
3. Highlighting the slang words in the lyrics.
4. Organizing slang words based on their types.

### 3.5 Data Analysis

The data analysis of the song lyrics in the *Dangerous Woman* album is elaborated as follows:

1. Reviewing the collected data of slang words by carefully reading them with the help of slang dictionaries, such as *Dictionary of Contemporary Slang* by Thorne (2005) and *Essential American Slang Dictionary* by Spears (2007).
2. Classifying the types of slang words that were found in the song lyrics.
3. Finding out the meaning of the slang words.
4. Data validation by expert.
5. Drawing a conclusion and presenting the result in the form of a table.