

CHAPTER III

RESEARCH METHOD

This chapter explains the procedures that would be used in the research. This includes the research design, research object, research instrument, data collection, and data analysis.

3.1 Research Design

Research design is an overall plan that links conceptual research problems and relevant and achievable empirical research. According to Creswell (2014), research design is a plan or procedure that provides specific directions in a study. It can also be interpreted that research design is the first step that researchers take before the data collection and analysis process begins to achieve valid research objectives. Kerlinger in Asenahabi (2019) describes that research design is the plan, structure, and strategy of an investigation conducted with the aim of obtaining answers to research problems with optimal control variables. The research design can determine the type of analysis that will be used to obtain appropriate results. Therefore, in choosing a research design, it must also be adjusted to the problems discussed in the study.

In this study, the researcher chose to use qualitative research. According to Creswell (2014), qualitative research emphasizes the exploration and understanding of the meaning of individual or group experiences from the social environment. Qualitative research produces data that is not related to numerical variables so that using open data focuses on analyzing and finding meaning. The main focus is to produce meaning and purpose from the experiences and opinions of participants or participants. In addition, the authors use the document analysis method in this qualitative research. Given that this research focuses on analyzing the lyrics in the document. By choosing to use this method, the researcher can focus on analyzing and determining the meaning of figurative language in the three songs in Taylor Swift's album entitled *Lover*.

3.2 Research Object

In this study, the object used by the researchers is the lyrics of three songs in Taylor Swift's album titled *Lover*, which was released on August 23, 2019 through Republic Record. In this album, the researcher chose three songs to analyze, namely:

- a. "Cruel Summer" tells the story of Taylor Swift who is experiencing romance during the summer but she is also experiencing a difficult time that she is facing in her personal life. It's about the depression she experienced in 2016, where she was devastated by the many problems she faced that year. The song is in high demand by many people in general, gaining 187 million YouTube views and 2.1 billion Spotify listeners.
- b. "Lover" is a sincere love song. This song tells the story of a committed relationship. A commitment made with his lover to always love each other for the rest of his life. The song received 293 million views on Youtube and 1.3 billion listens on Spotify.
- c. "Daylight" is the last song on the *Lover* album. This song is the real meaning behind Taylor Swift's songs in the *Lover* album. This song tells the story of a couple who experienced pain and damage from the past. Where this couple both have wounds of pain from the past. Then they want to face, resolve and forgive the past together and then leave their past to go to something better. The song received 60 million views on Youtube and 391 million listens on Spotify.

The researcher chose this album to analyze because songs often use various forms of figurative language and analyzing these elements helps us interpret the meaning/message conveyed by the lyrics. In addition, researching figurative language in songs enriches our understanding of music as a form of artistic expression and we can find out what the singer wants to convey. In addition, Taylor Swift's own songs often trigger strong emotional responses from listeners. The unity of melody, lyrics and Taylor Swift's melodious voice also has an impact on the listener and this is what makes people or even laymen who do not know the song interested in hearing and knowing the lyrics.

However, because most songs use figurative language and sometimes it makes you curious about the meaning, this is what makes listeners able to interpret figurative language according to their own imagination. Not only that, this album tells the story of Taylor Swift's love story and also about the real life that Taylor Swift has lived so far. And finally, the researcher chose Taylor Swift's songs as the object of research, allowing for an in-depth qualitative analysis of the ways in which figurative language is used in a musical context. This can involve identifying, classifying and interpreting the different types of figurative language in the lyrics.

3.3 Research Instrument

Research instruments are tools or facilities used by researchers to collect data. Therefore, in this study, the researcher chose qualitative methods to help obtain research data. According to Creswell (2014), there are several instruments that can be used to collect data in qualitative research such as observation, documents, interviews, and audiovisuals. Therefore, in this study, the researcher chose document analysis as an instrument to collect data.

Document analysis is one of the methods used in qualitative research. Bowen (2009) argues that document analysis is a systematic procedure for reviewing or evaluating documents from both print and electronic media (computer and internet-based). Some documents that can be used as systematic evaluations are books, advertisements, agendas, journals, brochures, diaries, letters, newspapers, maps, program proposals, institutional reports, and others. Bowen also stated that in conducting research usually researchers will review previous literature as a basic part of their study and include that information in their reports. For example, this study uses document analysis to analyze the figurative language contained in the lyrics of Taylor Swift's album *Lover*.

3.4 Data Collection

In this study, data collection was taken from 3 songs in Taylor Swift's album entitled *Lover*. In addition, the main source of data from the songs chosen by the researcher lies in the song lyrics taken from the website. In collecting data, researchers used the steps below:

1. Choosing 3 songs from Taylor Swift's album, Lover.
2. Finding the song lyrics on the website <https://genius.com/> and copy them in a word file.
3. Reading and understanding each lyric of the three songs namely Cruel Summer, Lover, and Daylight.

3.5 Data Analysis

After collecting data, to produce appropriate data, the researcher analyzes the data. There are several steps taken by researchers to analyze data, as follows:

1. Identifying and underlining the lyrics that contain figurative language from the data that has been obtained.
2. Finding the types and meanings of figurative language used in the lyrics of each song on Taylor Swift's album Lover based on the results of the data previously obtained.
3. Classifying the types of figurative language that have been collected in three songs from Taylor Swift's album Lover. The data will be presented in the form of a table for easy understanding as follows:

Table 3. 1 Data Tabulation of Figurative Language

No	Lyric	Line	Types of Figurative Language	Meaning

4. Validating the analysis by Ms. Agista Nidya Wardani, S.S, S.Pd. M.A.
5. Drawing conclusions based on the data results.

In closing, this chapter explains the research methods used by the researcher. The researcher used a document analysis on qualitative research design. In addition, the object of this research focuses on figurative language contained in the lyrics of three songs from Taylor Swift's album entitled Lover. The research method used by

researchers is document analysis to analyze song lyrics as a research instrument. In conducting research, the researcher goes through several procedures of steps that must be taken. Therefore, the researcher has sequenced the procedures that must be carried out to obtain listening data through Spotify, which then the song lyrics data from the genius.com site then all the lyrics obtained are put into a word file. At the end of this chapter, the researcher provides steps to analyze the data.

