CHAPTER III

RESEARCH METHOD

This part discusses the methodology of the research. It consist of research design, research instrument, data and data source, technique of data collection, and technique of data analysis.

3.1 Research Design

In conducting this research, the researcher used qualitative content analysis because the data of this research were taken from the utterances that produced by Jay Z in his song lyric which are contained of figurative language. Krippendorff (1980) mentioned that content analysis as a research technique for making replicable and valid inferences from data to their content. The content itself refers to words, meanings, pictures, symbols, themes or any message which can be analyzed. Meanwhile, the text is anything from written or spoken that serves as a medium for communication. Hence, content analysis is the proper research technique because this research aims to examined the types of figurative language in the lyric by understanding, interpreting and describing the content to gain the data finding of the research.

Content analysis is qualitative research technique which widely used. According to Moloeng (2010), qualitative method is a research procedure that obtains descriptive data in written or spoken form from the people and their behavior which is being observed. According to him, the aim is a holistic picture and depth of understanding rather than a numerical data analysis. This research is purposed to understanding of a phenomenon or other certain problem by focusing on the total picture rather than breaking it down into variables.

In addition, this research also used descriptive research design in analyzing the data. This approach used to described the types of figurative language which found in the lyrics of Jay Z's songs with the second purposed of the research that wants to analyzed the messages in the lyrics of Jay Z's Songs. The data of this research were not in the form of number but description and explanation about Jay Z song's lyrics.

3.2 Research Instrument

The main research instrument of this research is the researcher herself. The researcher who as the participant collected and analyzed the data, in order to produce the valid result. The researcher collected and analyzed the data by finding the types of figurative language and the messages in the Jay Z's Songs. Therefore, the researcher can be as the main instrument of her research.

3.3 Data and Data Source

The data source of this research was taken from the eight studio album of Jay Z's song "*The Black Album*" which was released on November 2003. Then, the data of this research were taken from the utterances that produced by Jay Z in his song lyric which are contained of figurative language. In this research, the data was taken from sources in website. It was downloaded by the researcher herself from <u>http://jayzweb.yaia.com/lyricstheblackalbum.html</u> accessed on February 20, 2017.

3.4 Techniques of Data collection

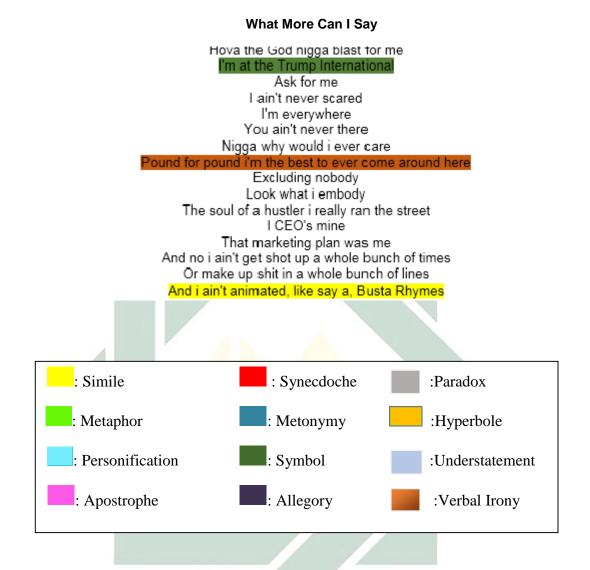
In collecting the data, the researcher conducted some steps:

- Searching the song lyric of Jay Z. The lyric for the song was taken from http://jayzweb.yaia.com/lyricstheblackalbum.html accessed on February 20, 2017.
- Downloading song lyrics of Jay Z and saving 14 songs of Jay Z's The Black Album in her laptop.
- 3. Reading and get understanding in the content of the lyrics.
- 4. Collecting data by finding the types of figurative language and the messages from 14 songs in the Jay Z's Songs On The Black Album. The researcher highlighted the lyrics that include the types of figurative language in order to mark the lyrics. The function of this step is to make easy in classifying the data into the twelve types of figurative language. Some example of the figurative language are shown below.

 "Change Clothes" (feat. Pharrell)

[Intro: Jay-Z (Pharrell)] Uh, uh, uh, yeah, uh, your boy is back (Sexy sexy) I know y'all miss the bounce Need to bounce for the sexy you know

[Verse 1: Jay-Z] Yeah ma, your dude is back, Maybach coupe is back Tell the whole world the truth is back



3.5 Data analysis

After collecting the data from data source, the researcher did some steps to analyze the data. In doing analysis the researcher uses procedures as follow:

- The researcher identified words, phrases and sentences of Jay Z's song lyrics that contained the types of figurative language.
- 2. The researcher analyzed the types of figurative language used theory of figurative language by Perrine. (the data will be classified into

twelve types of figurative language. Those are simile, methapor, personification, apostrophe, synechdoche, metonymy, symbol, allegory, paradox, hyperbole, understatement, and verbal irony). Then, the researcher gave explanation of the data about the messages which contained in the song.

3. After finding the types of figurative language and the messages in the Jay Z's songs lyrics, then the researcher classified the data in each the categorized based on the types of figurative language. The data is firstly classified in the table based on the existence of the data. Example for the table :

No	Type of figurative language	Data
	Simile	Encore (2)
		Dirt of your Shoulder (3)
		Threat (5)
	Methapor	
	Personification	
	Apostrophe	

Table of Categorize

From the table above, the researcher was able to know what types of figurative language which are used by each title of song lyrics. There are 14 songs as well. Hence, the researcher can see what the types of figurative language which are often used by Jay Z's in his song lyrics.

4. The researcher made a conclusion and suggestion. The conclusion were obtained from the results of the data and the suggestions were made for further study.

