CHAPTER III

RESEARCH METHODOLOHY

This chapter discusses the methodology of the research. It consists of research design, data source, research instrument, data collection, and data analysis.

3.1   Research Design

The writer uses qualitative descriptive as the research design in this research because she conducted to describe and interpret the data to find answer of the condition of the songs. Descriptive research attempts to describe, interpret and explain the condition. According to Litosseliti (2010:52) qualitative research is concern with structures and patterns and how something is. This research uses qualitative approach because the data is analyzed in descriptive phenomenon such us words, phrase, clause, sentences and utterance. In this case, the researcher shows the implicature of motivating words in the songs of Demi Lovato and One Direction.

3.2   Data and Data Source

According to Lofland and Lofland (1984:47) in Moleong (2009), data source in qualitative research are words and act, other than that is addition of data such as document and etc.

The source of the data of the research is four of Demi Lovato's songs "Skyscraper", "Warrior", "Let it go", and "This is me" and three of One Direction

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"What makes you beautiful", "Little thing", and "Drag Me Down". Then, the data taken from lyric of four of Demi Lovato's songs and three of One Dorection's songs that representative of motivating words and contains of implicature.

3.3   Research Instrument

In qualitative research, the main instrument of this study is the researcher herself. According to Lincoln and Guba (1985) in Predaryenko and Krauss first introduced the concept of the human being as research instrument to stress the uniqueness of the researcher's role in the process of scientific inquiry. This uniqueness lies in the notion that only people construct and bring meaning into the world through their qualities of sensitivity, responsiveness and flexibility, making them the most appropriate instrument for inquiries aiming to arrive at understanding, meaning, the promotion of critical awareness, emancipation, and movement toward deconstruction or decolonization. In other hand according to Creswell (2014), Qualitative researchers collect data themselves through examining documents, observing behavior, or interviewing participants. They may use a protocol an instrument for collecting data but the researchers are the ones who actually gather the information. They do not tend to use or rely on questionnaires or instruments developed by other researchers. The other equipment used to help her in analyzing the data are the songs, the lyrics, a laptop, papers, and a pen.

3.4 Data Collection

The data collection steps include setting the boundaries for the study, collecting information through unstructured or semi structured observations and interviews, documents, and visual materials, as well as establishing the protocol for recording information (Creswell, 2014).

The writer collects the data by using these following steps such us:

1. Listen the songs

    The writer listen the songs by streaming in YouTube and paid attention to the lyrics in order to understand the content of it.

2. Read the lyrics

    The writer also reads the lyrics by taking the lyrics in some website to get the truth of the lyrics and look for the motivating words utterance in the lyrics.

3. Underline the data

    The writer underlines the motivating words utterances which found in the lyrics of the songs.

3.5 Data Analysis

Qualitative researchers typically gather multiple forms of data, such as interviews, observations, documents, and audiovisual information rather than rely on a single data source. Then the researchers review all of the data, make sense of it, and organize it into categories or themes that cut across all of the data sources (Creswell, 2014). Meanwhile, inductive thematic analysis is probably the most common qualitative data analysis method employed in the social, behavioral, and

health sciences. The process consists of reading through textual data, identifying themes in the data, coding those themes, and then interpreting the structure and content of the themes (Emily, Mitchel, 2013)

After the data are collected, the writer analyzed the data with the following steps:

1. Identification

The writer begins the data analysis by identifying the motivating words based on the hierarchy of need by Mashlow and then identifying the implicature of the songs. The writer uses tables for this identification to make the reader easier to understand.

Table 3.1. The Sample table of indentifying the level of hierarchy of motives (needs) of motivating words.

No	Motivating Words	Hierarchy of Need				
		Ph	Sf	Bl	Es	Sa

Notes:

Ph　　: Physiological

Sf　　: Safety

Bl　　: Belonginess

Es　　: Esteem

Sa : Self-acualization

2. Classification

The writer classifies the implicature of motivating words based on the level of the hierarchy of need by Mashlow and also the way implicature used of motivating words.

3. Analysis

After the writer identifies and classifies the data, she analyzes, describing, and interpreting the data after knowing the motivating words one by one based on the level of the hierarchy of need and implicature used in motivating words. It is important to know what the songs want to tell us through their songs.

For example:

Data 1.1

Lyric : *I will be rising from the ground*

Like a skyscraper, like a skyscraper

a) The Motivating Words

Words : Rising, Skyscraper

The hierarchy of needs : Self Actualization

Explanation: Sentence of the lyric *"I will be rising from the ground"* it is indirect motivating because the writer does not say that she rising from the ground

directly. It says something powerful in order to motivation herself. There is a key word "rising" which represent that she is fight and change become a strong person. And then the sentence of the lyric *"Like a skyscraper, like a skyscraper"* it is also indirect meaning because the writer does not say that she is like a skyscraper directly and it says something inspire in order to motivation herself. There is key word "skyscraper" which represent that she is standing powerfully to fight everyone.

The word "rise" and "skyscraper" are self actualization of hierarchy of motive because the girl in that song has feeling of satisfaction that she becomes someone who wishes to be in life. She also has done a good job and totally achieved her objectives positively.

(b) Implicature

Contexts

Speaker   : A girl

Hearer   : Everyone around her that bullied and mocking her.

Time   : When the girl in depression condition.

Topic   : Self motivating

Explanation   : The purpose of the lyric above is to covey her feeling to everyone that she will fight for her life and dream. The background of knowledge of the lyric is if the girl will reach for dream and everyone around her defeat her so she

will fail. When the girl is struggle for dream, everyone defeat her. She let everyone to defeat her because she will rise. The implicature of the lyric is show the girl is rise and standing powerfully because she fight and defeat them.

4. Conclusion

Finally the writer is making the conclusion as the result of analysis and findings.