

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research method is method which is used to collect and analyses the data in research. In this research, the researcher used qualitative research. Qualitative research method is a types of research method about descriptive research and tends to use analysis. According to (Creswell & Creswell, 2018) qualitative research in an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social and human problem. Furthermore, qualitative method is type of social science research that collects the data non numerical and more focus to the concepts definitions, meanings, characteristics, metaphors, symbols, and description of things. The researcher would like to find out the type of figurative language which is often used in the song lyrics.

3.2 Object of the study

The object of this study was taken from the song lyrics of NIKI's album "Nicole" and used descriptive qualitative research because the study describes the types of figurative language. This album consists of 12 songs, such as *Before*, *High School in Jakarta*, *Backburner*, *Keeping Tabs*, *The Apartment* *We Won't Share*, *Facebook Friends*, *Anaheim*, *Milk Teeth*, *Autumn*, *Oceans & Engines*, *On The Drive Home*, *Take A Chance With Me*.

3.3 Roles of the researcher

In conducting this research, the researcher have several roles, such as:

1. Observer

The researcher observe the object of the study.

2. Data Collector

The researcher collects data that is related to the study.

3. Analyzer

The researcher analyzed the collected data to answer the research questions.

3.4 Types of data

Data is raw material that needs to be processed to produce information. Important details about characteristics of the database are contained in the data source. The research data in this study were in the form of words, phrases, and sentences containing song lyrics contained in NIKI's album entitled "Nicole". The researcher also took other data sources as secondary data which was taken from website address [genius.com](https://www.genius.com), this website displays the lyrics of NIKI's songs.

3.5 Instruments for collecting data

Instruments are tools used for the research data collection process. The instrument comes from an inquiry document that contains a number of well-organized research problems. The tools or instruments used in this study is recorder.

3.6 Procedures for collecting data

To collect the data, the researcher used the note-taking technique to mark relevant data for this study. The process of collecting data in this study consist of the following steps, such as:

1. Browsing the album of NIKI with the title NIKI album “Nicole” at genius.com.
2. Collecting NIKI songs. The researcher chooses an album by NIKI with the title Nicole and this album includes 12 songs.
3. Listening, reading and understanding the lyrics.
4. Identifying all the sentences, phrases and words that contain figurative language.
5. Noting down the data and classifying the data. After doing the previous step, the researcher classified the data based on the types of figurative language.

3.7 Procedures for analyzing data

1. Identify

This step is the most important planning step. Identify typically refers to the process of recognizing, specifying, or determining certain elements or components relevant to the object. The researcher finds it helpful to gain a clear understanding of what is to be achieved through the analysis of the data set in question.

2. Understand

This step aims to get an overview of the data. The researcher must have an understanding of the general description of the object to be studied. So, if there is a loss of data in detail after diving into various data sources, the researcher still has provisions for the study.

3. Process

This step is all about getting the data into a state that is ready for analysis.

4. Analyze

This step deals with the actual analysis of data, that is the process of examining, interpreting and modeling the data that has been analyzed according to Kennedy and Gioia (2005) theory.

5. Conclude

This step is a step of drawing strong conclusions from the results of the study, it is a step by which the researcher can formulate clear answers to questions that can be followed up items to help the goal.

3.8 Procedures for reporting the results

In reporting the results of the study, researcher must carefully analyze and interpret the data collected from this qualitative research. It involves communicating the findings and insights gained from the analysis in a clear, concise and coherent manner. This stage also describes the values, intentions and activities of the research related to the purpose of conducting research.

In reporting the results of the study, the researcher classified the figurative language that have been found in NIKI's album "Nicole" by presenting it in the following table.

Table 3 1 Data Analysis Form

No	Types of Figurative Language	Frequency

In table 3.1 Data Analysis Form, there three columns in total. The first column was used for number of the data counted. The second column was

used for types of figurative language found and the last column was used for the total of each figurative language found.