

CHAPTER III

METHODOLOGY

This chapter presents the research method, stages of the research, subject of the research, technique of data collection, technique of data analysis, and data presentation.

3.1 Research Method

The present study employs qualitative text analysis research. The study investigates the patterns used in the lyrics, the purposes of using the expression in the lyrics, and the meaning which can be constructed from the lyrics. In specific, the study investigates the way rappers perform their ideas in the lyrics.

3.2 Subject of the Research

Four Hip-Hop songs have been chosen as the subject of the study which represent every mainstream in Hip-Hop music. The songs are “We Made It” by Busta Rhymes which represents East Coast mainstream, “Thugz Mansion” by 2Pac Shakur which represents West Coast mainstream, “Bittersweet Poetry” by Kanye West which represents Midwest mainstream, “Runaway Love” by Ludacris which represents Southern mainstream. They have been chosen as the subject of the study because each song was sung by the artist who has been considered as the 50 greatest commercial rappers of our time (About.com surveys: 2007).

3.3 Data Collection

The data are collected from four Hip-Hop songs; Busta Rhymes (We Made It) from East Coast, 2Pack Shakur (Thug Mansion) from West Coast, Kanye West from Midwest, and Ludacris (Runaway Love) from Southern. The data are in the form words, phrases, sentences and patterns which are purposively selected to answer the research questions.

3.4 Data Analysis

The collected data are categorized into patterns, expressions, and meanings that can be constructed from the lyrics. Further, the data are analyzed using Semiotic theory as proposed by Saussurean and Rhetoric theory as proposed by Aristotle. In conducting the research, the following steps have been taken:

1. Selecting Hip-Hop songs, based on the genre in Hip-Hop mainstream.
2. Reading the song lyrics closely.
3. Classifying the texts into research questions.
4. Analyzing the texts.
5. Interpreting the data.
6. Making conclusion.

3.5 Data Presentation

The analyzed data are then presented in tables such as the following:

Table 3.1: Patterns used in the lyrics

No	Title	Location in the Lyrics	Expression	Pattern of Expression
1.	We Made It	Verse 1	<p>See a nigga survived the worst But my life is glorious (uh!)</p> <p>But I know that I leaped every hurdle And I'm so victorious (uh!) Take a look I'm a symbol of greatness Now call a nigga Morpheus (yeah)</p> <p>As force securin' the win, but they Believe I'm so notorious (yeah)</p> <p>You know that I've been 'bout my bread Even though we rappin' now (yes)</p> <p>We used to live on the strip even though A nigga higher level trappin' now (oh!)</p>	Playing off Opposite

Table 3.2 Purpose of Using the Expression

No	Title	Location in the Lyrics	Expression	Themes of Expression	Context of Expression
1.	Bittersweet Poetry	Verse 1, Line 16	And She Says” Motherfucker yo mama’s a bitch!	Emotional Expression (Anger)	The rapper use this expression in order to show his anger felt to his ex-girlfriend
2.	Thugz Mansion	Verse 2, Line 1-4	A place where death doesn't reside, just thugs who collide Not to start beef but spark trees, no cops rollin by No policemen, no homicide, no chalk on the streets No reason, for nobody's momma to cry	Emotional Expression (Hope)	The rapper use this expression in order to show his dream to the people

Table 3.3 Meaning can be Constructed from the Lyrics

No	Location in the Lyrics	Title	Expression	Interpretation	Meaning
1.	Verse 1, Line 16	We Made It	And I'm about to take the hood shoppin' (get it!)	I am going to take my friends to hit up three or more females of different	The Rappers Represent Black People as Bad Boy

				races	
2.	Song Prolog, Line 1-3	Thugz Mansion	Tired of gettin chased by the police and arrested Niggaz need a spot where WE can kick it	Tired of getting chased and arrested by the police Afro-American People need a place where they can live free without any police	The Rappers Represent Black People as Bad Boy
3.	Verse 1, Line 19	Bittersweet Poetry	But I'mma be the bigger man, Big Pimpin' like Jiggaman	But I am going to be a playboy as great as Jay Z	The Rappers Represent Black People as Bad Boy
4.	Verse 1, Line 10-12	Runaway Love	Tryin' to have his way and little Lisa says ouch She tries to resist but then all he does is beat her Tries to tell her mom but her momma don't believe her	He (mother's friend) forces his fitly desire to Lisa. When she told her mother, she didn't believe her	The Rappers Represent Black People as Rude Community
5.	Verse 1, Line 9-10	Thugz Mansion	Prayin hard for better days, promise to hold on Me and my dawgs ain't have a choice but to roll on	Praying hard for a better future. Me and my close friends do not have another choice except to smoke a marijuana	The Rappers Represent Black People as Marginalized Class

6.	Verse 1, Line 5-6	We Made It	Take a look I'm a symbol of greatness Now call a nigga Morpheus (yeah)	Take a look at me know, I am honorable, and prestigious like a God. So put your respect to me	The Rappers Represent Black People High Class People
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3.3.1 The Process of Constructing the Meaning

This section explains the process of interpreting the connotation from the expression in four Hip-Hop lyrics analyzed. In the case, “I’mma be the bigger man, big pimpin like Jigaman” expression from Bittersweet Poetry lyrics is chosen as the sample of data presentation.

The connotation from “I’mma be the bigger man, big pimpin like Jigaman” expression is gained from analyzing *Big pimpin* and *Jiggaman*. The word *Big* can be defined as a great. Whereas, the word *pimpin* is oriented from the word *pimp* which can be meant as a man who controls prostitutes, especially by finding customers for them, and takes some money that they earn (Cambridge Advanced Dictionary). Based on its origin meaning, it can be interpreted that the lexical meaning for the word *pimpin* or *pimping* is doing something (act) like a pimp.

Meanwhile, the word *Jiggaman* is a nick name for Jay Z (One of famous rapper in America). In Hip-Hop terminology or Black vernacular, the word *Jiggaman* is oriented from the word *jigga* which can be defined as a label for a playboy (Urban Dictionary.Com).

. To this relation, the meaning of the word *jigga* also supports that the word *pimpin* or *pimping* has been shifted from its denotative meaning. Paradigmatic process allows the substitution of signifier which is called as associative process. In the case, the associative process is metonymy. Therefore, it can be concluded that the word *big pimpin* can be interpreted as label which is given to the man who can maintain his relationship with multiple girlfriends simultaneously (playboy).

Based on this, it can be also interpreted that the connotation for “*Imma be the bigger man, Big Pimpin like Jiggaman*” is that the rapper (Kanye) wants to be a playboy as great as Jay Z.

