

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter provides the methodology of this present study which asks two questions: (a) what ideology is represented in the selected Bob Marley's song lyrics? and (b) what does it signify? It consists of research design, data collection, and data analysis. The research design describes how the study is conducted. Data collection contains the steps of collecting the data in elaboration. Data analysis describes the process of analyzing data.

#### **3.1 Research Design**

Since this study is aimed at providing a clear explanation of how ideology constructed in song lyrics, descriptive qualitative research design is chosen. Qualitative design is a research design which involves an interpretive attempt to make sense and explain social phenomenon (Denzin and Lincoln, 2005; Kumar, 2014). As stated before, this design fits the study in terms of selected data which can be considered as social phenomenon. Moreover, this design is considered appropriate because descriptive analysis allows rich description of findings (Anselm and Corbin, 2003; Kumar, 2014).

In order to uncover ideology beyond selected Bob Marley's song lyrics, this study uses Van Dijk's Socio-Cognitive Approach (SCA). This approach is utilized since SCA does not only focus on relation between text and society analysis but also analyzes cognitive dimension of ideology. Since, as stated by Van Dijk (2009), ideology covers both social and cognitive dimension, it is acquired and represented by groups. Analyzing cognitive dimension is important because every act society do is based on cognition not text (Van Dijk, 2009 as cited in Ruth and Wodak, 2009). Moreover, unlike other Critical Discourse Analysis approaches, this approach also takes into account representativeness, which is influenced by

Moscovici's social representation theory. Van Dijk (2009) argues that writer poses as a group representative. Thus, we can say that what idea writers want to convey is based on collective idea.

### 3.2 Data Collection

This present study is based on the analysis of five selected song lyrics from a legendary singer and song writer named Bob Marley, a Jamaican musician. Bob Marley was chosen because his lyrics always criticized socio-political and socio-economical issues around society. Moreover, Marley is considered as one of most influential song writers in the music world. In selecting the lyrics, there are two things taken into account. Firstly, song lyrics must be written by Bob Marley. Secondly, song lyrics must have similar theme of social injustice as ideological representativeness. Table 3.1 below lists the song lyrics analyzed in this study, including title, song writer, album, and Uniform Resources Link (URL).

**Table 3.1** *Song lyrics analyzed in this study*

Text	Title	Writer	Album	Retrieved From
1	Babylon System	Bob Marley	Survival (1979)	<a href="http://www.azlyrics.com/lyrics/bobmarley/babylon-system.html">http://www.azlyrics.com/lyrics/bobmarley/babylon-system.html</a>
2	I Shot the Sheriff	Bob Marley	Burnin' (1973)	<a href="http://www.azlyrics.com/lyrics/bobmarley/ishotthesheriff.html">http://www.azlyrics.com/lyrics/bobmarley/ishotthesheriff.html</a>
3	Redemption Song	Bob Marley	Uprising (1980)	<a href="http://www.azlyrics.com/lyrics/bobmarley/redemption-song.html">http://www.azlyrics.com/lyrics/bobmarley/redemption-song.html</a>
4	Small Axe	Bob Marley	Survival (1979)	<a href="http://www.azlyrics.com/lyrics/bobmarley/smallaxe.html">http://www.azlyrics.com/lyrics/bobmarley/smallaxe.html</a>

				<a href="#">e.html</a>
5	Survival	Bob Marley	Survival (1979)	<a href="http://www.azlyrics.com/lyrics/bobmarley/survival.html">http://www.azlyrics.com/ lyrics/bobmarley/survival .html</a>

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### 3.3 Data Analysis

The collected song lyrics were then analyzed using Van Dijk (2009) Socio-Cognitive Approach to answer the questions. The analysis has four steps. They are analysis of macrostructure, analysis of microstructure, analysis of context analysis, and interpretation of the data.

The analysis of macrostructure was first used to find out general theme or topics in the selected lyrics. This analysis was done by utilizing macroproposition which is obtained through the process of text summarization. This analysis was aimed to see why the writer chose topic in the lyrics.

The analysis then continued to microstructure. This analysis focused on metaphor and narrator choices within the lyrics. This analysis was conducted by looking at specific use metaphor and narrator within the texts to support the presentation of intended ideology values.

The last step is collecting the identified evidence in the two aforementioned analyses to be deeply analyzed in order to answer two proposed questions. This analysis was also done by framing the evidences found to the background of political affiliation of the writer. This analysis was aimed to provide an explicit explanation of intended participants, aims, and goals of the analyzed song lyrics. Table 3.2 shows example of data analysis in this study.

**Table 3.2** *Example of data analysis*

Steps	Data (Babylon System)
Macrostructure	<p>Macroproposition 1: Government system does not support people.</p> <p>Macroproposition 2: Freedom of people is limited by government.</p> <p>Macroproposition 3: Government does not do its job properly.</p>
Microstructure	<p><i>“Babylon system is the <u>vampire</u>, yea! (vampire) Suckin’ the children day by day, yeah! Me say: de Babylon system is the <u>vampire, falling empire</u>, Suckin’ the blood of the <u>sufferers</u>, yea-ea-ea-ea-e-ah! Building church and university, wo-o-ooh, yeah! - Deceiving the people continually, yea-ea! Me say them graduatin’ thieves and murderers; Look out now: they suckin’ the blood of the <u>sufferers</u> (sufferers).” (Babylon System, line 16-30).</i></p> <p>The use of metaphor to represent “Them” is vampire, falling empire, and something which is sucking blood of sufferers. Those metaphors give negative presentation government. Meanwhile, metaphor used in representing “Us” is children and sufferers.</p>
Interpretation	<p>Generally, this song tries to deliver the idea of rebellion against government which its decision is not supporting life of its people. It is presented through its topic and lexical selection within the lyric. Moreover, the lyrics delivers many rebellion messages against government. Therefore, intended participant that writer wants to reach is people who feel the impact of bad government decision. Moreover, this song is aimed to distribute spirit of rebellion against abusive act of government.</p>