

## **CHAPTER III**

### **METHODOLOGY**

This chapter presents method of the study which elaborates research questions, research methods, data collection, data analysis, and data presentations.

#### **3.1 Research Questions**

There are two questions that will be answered in this research:

1. What types of female empowerment are constructed in the text?
2. What does the construction of female empowerment mean?

#### **3.2 Research Method**

The study uses a descriptive qualitative approach to describe and interpret the data, and to investigate how female empowerment is represented and signified in the selected Beyoncé's song lyrics. Gay (2000) states that a descriptive study determines and reports the way things are. In addition, Moleong (2005) states that qualitative research is all about exploring issues, understanding phenomena, and answering questions. Related to this, Creswell (1994) states that qualitative research occurs in natural setting where human behaviors and events occur. Creswell also agrees that a qualitative is descriptive when the researcher is interested in process, meaning, and understanding gained through words or pictures.

Thus, a descriptive qualitative method is suitable to get a deep comprehension on the subject being investigated. The design is applied because it is considered appropriate for finding and describing the answers to the research questions. Moreover, it is utilized to describe the characteristic in the text which is female empowerment in the selected Beyoncé's song lyrics.

#### **3.3 Data Collection**

There are five selected Beyoncé's song lyrics which are used for this study and they are chosen because they take up on female empowerment issues. Those five selected song lyrics are *Grown Woman* (music single, 2013), *If I Were A Boy* (I Am... Sasha Fierce Album, 2009), *Ring Off* (BEYONCÉ Platinum Edition

Album, 2014), *Run The World (Girls)* [4 Album, 2011], and \*\*\**Flawless* (BEYONCÉ Album, 2013).

### 3.4 Data Analysis

The collected data are identified based on the six dimensions of female empowerment through expressions on the sentences, phrases or words at verse level by using the dimensions of empowerment which is proposed by Malhotra et al. (2002) that consist of economic, socio-cultural, familial/interpersonal, legal, political, and psychological.

For example in the economic dimension, Malhotra et al. (2002) state that empowerment is represented as control over income, access to employment, and representation in high paying jobs. Then, the writer searches any sentences, phrases or words that are correlated based on the indicators of female empowerment dimensions, to find how female empowerment is represented through signs and symbols in the selected Beyoncé's song lyrics.

After that, the writer analyzes the construction of female empowerment in the selected Beyoncé's song lyrics, and the signification of the construction in form of expressions by using orders of signification as proposed by Barthes (1957, as cited in Chandler, 2002). The first order of signification was to analyze the denotative meaning based on the definition of Cambridge Advanced Learner's Dictionary, while the second order of signification was to analyze the connotative meanings based on the interpretation on the interpretation on the associated meanings of the signs and supported by the textual evidence in the song lyrics.

### 3.5 Data Presentation

**Table 3.1** Types of empowerment data sample.

No.	Song	Verse	Expression	Dimension
1.	Grown Woman	They love the way I walk 'Cause I walk with a vengeance And they listen to me when I talk 'Cause I ain't pretending	'Cause I <u>walk</u> with a <u>vengeance</u>	Socio-cultural

		<p>It took a while, now I understand</p> <p>Just where I'm going</p> <p>I know the world and I know who I am</p> <p>It's 'bout time I show it</p>		
2.	If I Were a Boy	<p>If I were a boy</p> <p>I would turn off my phone</p> <p>Tell everyone it's broken</p> <p>So they'd think that I was sleepin' alone</p> <p>I'd put myself first</p> <p>And make the rules as I go</p> <p>'Cause I know that she'd be faithful</p> <p>Waitin' for me to come home</p>	I'd put myself first and make the <u>rules</u> as I go	Legal
3.	Ring Off	<p>Until you had enough then you took that ring off</p> <p>You took that ring off</p> <p>So tired of the lies and trying, fighting, crying</p> <p>Took that ring off</p> <p>Oh, now the fun begins</p> <p>Dust yourself off and you love again</p> <p>You found a new man now you shine and you're fine</p> <p>Like it's my time, you took that ring off</p>	So tired of the <u>lies</u> and trying, fighting, crying	Psychological
4.	Run the World (Girls)	<p>Some of them men think they freak this like we do</p>	Make your <i>check</i> come at they neck	Economic

		But no they don't Make your check come at they neck, Disrespect us no they won't		
5.	***Flawless	I took some time to live my life But don't think I'm just his little wife Don't get it twisted, get it twisted This my shit, bow down bitches	I took some time to live my life, but don't think I'm just his little <u>wife</u>	Familial / Interpersonal

**Table 3.2** Orders of Signification data sample

No.	Expression	Denotation	Connotation
1.	'Cause I <u>walk</u> <sup>1</sup> with a <u>vengeance</u> <sup>2</sup>	<sup>1</sup> Activity to move along by put feet on the ground; <sup>2</sup> Activity of punish someone by harming them	Women's freedom of movement
2.	I'd put myself first and make the <u>rules</u> as I go	To control, or to be the person in charge	Laws supporting women's rights
3.	So tired of the <u>lies</u> and trying, fighting, crying	Something that spokenly untrue	Collective awareness of injustice
4.	Make your <u>check</u> come at they neck	A symbol of a printed form instead of money to make payments from bank account	Women's representation in high paying jobs
5.	I took some time to live my life, but don't think I'm just his little <u>wife</u>	A status of a married woman; Being independent instead of dependent to the spouse	Women's control over sexual relations

