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

### 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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Song</th>
<th>Verse</th>
<th>Expression</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Grown Woman</td>
<td>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</td>
<td>‘Cause I walk with a vengeance</td>
<td>Socio-cultural</td>
</tr>
</tbody>
</table>
It took a while, now I understand
Just where I'm going
I know the world and I know who I am
It's 'bout time I show it

2. If I Were a Boy
If I were a boy
I would turn off my phone
Tell everyone it’s broken
So they’d think that I was sleepin’ alone
I’d put myself first
And make the rules as I go
‘Cause I know that she’d be faithful
Waitin’ for me to come home

I’d put myself first and make the rules as I go
Legal

3. Ring Off
Until you had enough then you took that ring off
You took that ring off
So tired of the lies and trying, fighting, crying
Took that ring off
Oh, now the fun begins
Dust yourself off and you love again
You found a new man now you shine and you're fine
Like it's my time, you took that ring off

So tired of the lies and trying, fighting, crying
Psychological

4. Run the World (Girls)
Some of them men think they freak this like we do
Make your check come at they neck
Economic
Table 3.2 Orders of Signification data sample

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