

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents research methodology that covers statement of the problem, aims of the study, research subject and context, research procedure, data collection, and data presentation.

This chapter presents the research methodology that encompasses the research questions, the research subject and context, the research procedure, the data collection, the data analysis and the data presentation.

3.1 Statement of the Problems

Due to the broad issues of the study, the present study attempts to limit the object of the study to discuss only the portrayal of woman in ten of Katy Perry's song lyrics and gendered messages in those song lyrics. The research is conducted to answer these following questions:

1. How are women typically portrayed in Katy Perry's selected song lyrics?
2. What gendered messages can be derived from the song lyrics as viewed from post feminism perspectives?

3.2 Research Subject and Context

This research focuses on the women's portrayal in ten of Katy Perry's song lyrics. They are *Fingerprints*, *Hot n Cold*, *I Kissed a Girl*, *If You Can Afford Me*, *I'm Still Breathing*, *Lost*, *Mannequin*, *One of the Boys*, *Self Inflicted*, and *Thinking of You*.

These ten song lyrics are selected since it provides representative examples of women stereotypes who are associated as “*sentimental, superstitious, gentle, emotional, weak, dependent and sensitive*” (Williams & Best, 1982). Moreover, those selected song lyrics are sung and written by a popular American singer-songwriter whose works are often well appreciated by the listener and the critics.

3.3 Research Method

Since the form of the data is textual data, the present study applies descriptive approach, which is qualitative in nature. According to Maxwell (1996), qualitative research design focuses on specific situations or people and emphasizes on words rather than number. The design is applied because it is considered appropriate for finding and describing the answers to the research questions. It is in line with Merriam's (1988; cited in Alwasilah, 2011) statement that the aims of the design are for understanding, describing, finding, revealing a hypothesis.

Qualitative design is considered appropriate to be applied in the present study because the writer is able to find out, define, and explain issues in the song lyrics rather than testing hypothesis. It is utilized to describe the characteristic in the text

which is women's portrayal in Katy Perry's selected song lyrics. Thus, qualitative descriptive method is suitable to get a deep comprehension about the subject being investigated. The present study shows the collected data, conducting certain investigation from the cases and provides theories which are relevant to the subject of the study.

3.4 Data Collection

In the present study, the data were collected through reading and re-reading to Katy Perry's selected song lyrics for several times. In the first reading, the writer tried to understand the song lyrics. The second reading was the finding process of the issue, namely the women's portrayal and gendered messages that would be analyzed. Afterwards, the writer searched the appropriate theories which were relevant to the subject. Since women's portrayal in the song lyrics and its messages were the focus of the present study, the next reading concentrated on the ways women are presented in the song lyrics and gendered messages appeared in the text. The data is collected from ten Katy Perry's song lyrics in the form of textual evidences that are selected and directed to answer the research questions.

3.5 Data Analysis

The collected data were analyzed by using the stereotypical idea of women by Williams and Best (1982). Theories of post feminism were also applied as supporting

theory to uncover gendered messages in the song lyrics. The data analysis would be elaborated in the next chapter.

3.6 Data Presentation

The following tables were the sample of women's portrayal in the ten Katy Perry's song lyrics. It involved in answering the research questions. The complete tables could be found in the appendices of the paper.

Table 3.1

Samples of Women's Portrayal

No.	Song	Portrayal	Characteristics	Line	Textual Evidences	Description
1.	I Kissed a Girl	Woman is presented in attractive physical appearance	Attractive	17-21	Us girls we are so magical, <i>Soft skin, red lips, so kissable.</i> Hard to resist, <i>so touchable.</i> Too good to deny it. Ain't no big deal, it's innocent.	Women as the persona in the song are described as beautiful creatures who have soft skin. It is no longer a secret that women with fair or soft complexions are usually regarded as beautiful and attractive. The fact that the women are depicted as beautiful women makes the men hard to resist or deny the beauty of the women.

		The woman is presented as having negative attitudes	Fickle	7-11	I kissed a girl just to try it, I hope my boyfriend don't mind it. <i>It felt so wrong, it felt so right.</i> Don't mean I'm in love tonight.	The woman in the song is confused to describe what she feels. At first, she feels it so wrong after kissing another woman whom she has just met in a party, but then she feels it is fine to do so. She has a fickle mind in which she can have two different interpretations about what she has in mind in the same time.
2.	If You Can Afford Me	The woman is presented as having positive attitudes	Explicitly loyal, implicitly powerless and dependent	36-39	<i>But I don't need your dollar bills, I just want something real, Cause nothing's free, Except loving me,</i>	The woman empowers the man that not all women view something materially. This can be regarded as loyal considering the fact that many women who emphasize the importance of money when they deal with love. The woman's loyalty is seen in the context of her need of the man's love. Again, the woman in this song still shows her dependency towards a man.

Table 3.2

Samples of Gendered Messages in Song Lyrics

No	Song Title	Stereotypes	Messages		Textual Evidence	Interpretation
			Explicit	Implicit		
1.	Fingerprints	Powerful	The woman wants to challenge the stereotype that women cannot fight for what they want in life.	That a woman can be so much independent and control her own life.	It's my life. And I'm not sitting on the sidelines watching it. (line15-16)	Unlike most of woman, she is not the one who just hopelessly waits for her fate. She seems to know what she wants and needs and how to channel her desire properly as if no one can take over her life.
2.	Hot n Cold	Sexual Object and emotional	It is about an outspoken woman who complains about her couple's behavior of being fickle. She becomes an emotional woman who always criticizes the man.	The woman is a victim. She is actually sexual object of the man.	We fight, we break up. We kiss, we make up. (line 15-16)	The woman actually knows the same bad pattern of her relationship with the man will repeat but she still accepts it by letting them get involved in sexual stuff after their temporary breaking up. She is fine with the fact that she merely becomes the sexual object of the man. She does

						not even do something to change the situation such as leaving the man or taking revenge.
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