

CHAPTER III

RESEARCH PROCEDURE AND DATA PRESENTATION

3.1 Introduction

This chapter describes the study in more detail and also presents the data that will be discussed on the next chapter. The writer will highlight the most significant aspects of the study, among others, data collections, elaboration of analysis procedure and data interpretation.

3.2 Research Question

This study attempts to find the answers to the question how violence is constructed in some selected songs from Snoop Dogg's "The Best of Snoop Dogg" compilation album.

3.3 Research Procedure

3.3.1 The Context of the Study

This study is a literary-work analysis of song lyrics and video clips. As mentioned in the previous chapter, this study aims at examining the violence and how it is constructed in the lyrics and video clips through two levels of text structure: Macrostructure and Superstructure. Popular Culture theory will also frame the presentation of violence in the discussions.

Snoop Dogg's "The Best of Snoop Dogg" compilation album was chosen considering its theme and its potentials to be explored, i.e. violence. The theme of complex social issues such as violence characterizes Snoop Dogg's lyrics and video clips. According to the article in TIME magazine, September 28, 2007, "the lyrics and

video clips often caused controversial matters, such as woman-hating, N-word (nigga) spouting, sexual abusing towards women (bitches), showing pornographic scenes, etc.” Controversies in the lyrics and video clips are interesting to be explored, since those phenomena are still echoed in the life of peoples living in America, especially African American people.

3.3.2 Data Collection and Data Analysis

After reading and observing the text thoroughly, some textual and visual evidence or indicators of violence were chosen. Then, those evidence or indicators were categorized into elements of violence which would be very important in representing the construction of violence in the song. This first level of analysis was projected onto a wider social context, using the Popular Culture theory to explain the construction of violence in Snoop Dogg’s songs.

3.4 Data Presentation

3.4.1 Selected Songs from Snoop Dogg

The data of the present study are Snoop Dogg’s selected songs from his latest Compilation Album “The Best of Snoop Dogg”. These songs are taken from Snoop Dogg’s bestseller albums. These three songs are chosen because each of them is the most controversial song – in lyrics, video clips and stories behind the song - from each released albums. Those three songs are nominated in many awards and also win several awards and Platinums. Here are the descriptions of Snoop Dogg’s selected songs.

Song Title	Album
Gin & Juice	Doggystyle
Murder Was The Case	Doggystyle
Drop It Like It's Hot	R&G (Rhythm & Gangsta : The Masterpiece)

Figure 3.1 Snoop Dogg's Selected Songs

3.4.2 Themes at the Macrostructure Level

The followings are some descriptions of Theme at the Macrostructure level of text in the selected songs from Snoop Dogg. This table shows violence as Themes in the lyrics and video clips in the three songs.

Song title	Theme/Topic	
	In Lyrics	In Video Clips
Gin & Juice	<ul style="list-style-type: none"> • Description of partying activity in Snoop's house, • Explicit sexual scene, • Drinking, • Smoking, • Objectifying women, • Neglecting orders and Norms. 	<ul style="list-style-type: none"> • Situation at Snoop's house before, during and after the party, • Explicit and implicit sexual scene, • Objectifying women, • Partying, • Drinking, • Neglecting orders and norms.
Murder Was The Case	<ul style="list-style-type: none"> • The story of Snoop Dogg's stern life, • Being shot/harmed by his rivals, • Feeling weak and unconscious, • Regretting mistakes in his life, • Regain consciousness • Riding on a prisoners bus, taken to prison. 	<ul style="list-style-type: none"> • The story of Snoop Dogg's stern life, • Being shot/harmed by his rivals, • TV reporters and Police officers gather on the crime scene, • Flashbacks of what had happened in the crime scene, • living a life as a billionaire, • having sensual, copious parties with sexy

Song title	Theme/Topic	
	In Lyrics	In Video Clips
		women, <ul style="list-style-type: none"> • Get arrested by a policeman and thrown into prison, • intimidated other prisoner, • being harmed and intimidated by the prison's guard.
Drop It Like It's Hot	<ul style="list-style-type: none"> • Drinking, • The use of illicit drug, • living a life as a billionaire, • Objectifying women. 	<ul style="list-style-type: none"> • Dancing, accompanied by sexy dancers, • Showing expensive and luxurious things, • Women dancing sensually, • Drinking, • Smoking, • Explicit sexual scene, • Partying with sexy Women.

Figure 3.2 Themes at the Macrostructure Level

3.4.3 The Textual-Evidence of the Elements of Violence which Appeared in Snoop Dogg's Selected Songs (Schema in Superstructure Level)

The followings are the textual-evidence presented according to Van Dijk's Schema at the superstructure level of text. The representations are presented in the form of a table, which mainly aims at making data more manageable.

3.4.3.1 The Textual-Evidence of the Elements of Violence in Snoop Dogg's "Gin & Juice".

Based on schema in Superstructure level, there were some elements and indicators of violence that can be concluded from the song lyric and video clip of 'Gin & Juice'.

In the Lyric

1. The use of vocatives that have negative meaning and are considered rude.

Vocative	Subordinated
nigga	The other people
baby	The women in the party
G's	Snoop's Gang, relatives or partner
bitches	The women in the party
Hoes (whores)	The women in the party
motherfuckers	The other people in the party or the listeners of this song
bitch	A woman named 'Sadie'
Homeboy's lady	A woman named 'Sadie'

Figure 3.4 Vocatives used in Snoop Dogg's "Gin & Juice" lyric

2. Showing implicit and explicit sexual behavior
3. Objectifying women, by using them only as an object of sexual activities and totally didn't respect women. Subordinating women by saying 'not with cherry on top' which means that women were viewed as edibles.
4. Mentioning sexual devices implicitly, such as 'bubblegum' or 'pocket full of rubbers'.
5. The use of words that were derogatory, such as 'motherfucker', 'funky ass shit', 'fucked up', etc.
6. Mentioning his hometown, Long Beach, California or usually called as 'LBC' and also telling stories about his life in the streets, emphasizing that his music was really influential on the listeners.
7. Neglecting orders and norms, such as having party until morning when his parents were not at home and drinking on the street in front of public, doing disturbing actions.
8. Partying,
9. Smoking,

10. Drinking and mentioning the brands of alcoholic drink,
11. Showing that money was all that he cared about.

In the Video Clip

1. Neglecting orders and norms, by showing his daily life in a very negative manner.

For example, ignoring his parents when talking about something important like finding a job and having a party until morning when his parents weren't at home.

2. Showing lack of responsibility towards himself and others.
3. Showing explicit and implicit sexual scenes
4. Objectifying women and showing no respect towards women.
5. Partying scene
6. Sensual dancing scene
7. Explicit and implicit drinking scene
8. Gambling
9. Ignorant of surrounding and destructive

3.4.3.2 The Textual-Evidence of the Elements of Violence in Snoop Dogg's "Murder was the Case".

Based on the schema in Superstructure level, there were some elements and indicators of violence that can be concluded from the song lyric and video clip of 'Murder was the Case'.

In the Lyric

1. The use of vocatives that have a negative meaning and are considered rude.

Vocative	Subordinated
nigga	<ul style="list-style-type: none"> • The other black people • A white man in his dream, wearing black suits and have a scary looking eyes
motherfucker	A person or a man

Figure 3.6 Vocatives used in Snoop Dogg's "Murder was the Case" lyric

- The use of slang words to mention several objects and activities.

Slang Word	Meaning
glock	Gun
clip	bullet
smoke	shoot
Grey goose	Prisoner's bus
chino	Prison / jail
shanks	weapon

Figure 3.7 Slang words used in Snoop Dogg's "Murder was the Case"

- Intimidating activities
- The use of guns or weapons
- The use of words that have a negative meaning and very rude to intimidate people, such as, 'fuck' and 'damn'
- Regretting what he had done
- Feeling weak and unconscious
- Hallucinating because of being unconscious
- Being accused with a murder case
- Showing the effect of intimidation activity towards himself and people that care for him
- Wasting money
- Mentioning expensive and luxurious things, such as, 'a Benz', 'a Jag', 'a nine-trizzay El Do-Rad', etc

13. Smoking
14. Mentioning illicit drug and brands of alcoholic drink
15. Mentioning his hometown, Long Beach, California or usually called as 'LBC' and also telling stories about his hard life, being arrested and taken to a prison, being intimidated by other prisoner and also by the guards, etc.
16. Snoop slightly mentioning his name and his style in the lyric
17. Neglecting orders by keeping weapons in prison's sells, doing disturbing activities, etc

In the Video Clip

1. Showing and assuring that Snoop is really a famous entertainer and every single thing that happened to him is highlighted.
2. Implicit and explicit intimidation and harming activity using guns
3. Feeling weak and unconscious
4. Showing the effect of intimidation and harming activity
5. Hallucinate meeting a 'demon' or perhaps 'God' because of being unconscious
6. Showing a copious accident
7. Showing expensive and luxurious things, such as, luxurious cars, huge house, etc
8. Sensual partying scene
9. Drinking scene
10. Objectifying women and showing no respect towards women
11. Smoking scene
12. Being arrested and taken to prison
13. Showing the effect of neglecting orders and norms

14. Showing a distinction in the way of treating prisoners

15. Psychological abuse

3.4.3.3 The Textual-Evidence of the Elements of Violence in Snoop Dogg’s “Drop It like It’s Hot”.

Based on the schema in Superstructure level, there were some elements and indicators of violence that can be concluded from the song lyric and video clip of ‘Drop It Like It’s Hot’.

In the Lyric

1. The use vocatives that have a negative meaning and are considered rude.

Vocative	Subordinated
pimp	People with a lot of money
pig	A person
nigga	The other black people
Ho’s (whores)	Women

Figure 3.9 Vocatives used in Snoop Dogg’s “Drop It Like It’s Hot” lyric

2. The use of slang words to mention several objects and activities.

Slang Word	Meaning
crib	House
steel	Gun or weapon

Figure 3.10 Slang words used in Snoop Dogg’s “Murder was the Case”

3. Drinking

4. Smoking

5. Showing his wealthy life

6. Mentioning expensive and luxurious things
7. Subordinating other people by saying that his boat is more precious and more expensive than foods eaten by other people
8. Giving influence of his lifestyle to younger people
9. Disseminating a cunning way of how to get famous and wealthy through intimidating someone
10. Intimidating, harming and threatening activity
11. The use of Snoop's special characteristics in saying something with an extra 'izz' or 'izzle' in the middle of words such as 'ahhizzead' to say 'ahead'.
12. The use of words that are very rude and seems like to have a negative meaning or even do not have any meaning at all, such as 'shit', 'fuck', etc.
13. Assuring that he's a boss of 'gangstas' and also mentioning his name which is also assuring that everybody knows him.
14. Showing implicit and explicit sexual behavior
15. Objectifying women and showing no respect towards women
16. Showing useless activities, such as 'hang out'
17. Showing the effect of intimidation and neglecting orders
18. Feeling satisfied of other people's difficulties or troubles

In the Video Clip

1. Showing some characteristics of Hip-Hop culture, such as, make Graffiti on the wall and wearing 'blink-blink' jewelries.
2. Showing acronyms that are only known by Snoop and perhaps other Hip-Hoppers, such as LBC (Long Beach, California) and DPG (Dogg Pound Gang).

3. Objectifying women
4. Implicit drinking scene
5. Showing a trademark logo of a fashion company that is usually worn by Hip-Hoppers
6. Showing expensive and luxurious things
7. Implicit and explicit smoking scene
8. Gambling to win a big amount of money and becoming a big boss
9. Showing pornographic scene
10. Showing explicit sexual behavior
11. Partying

