

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the study which includes the discussion of the research design, data collection, and the data analysis of the present study.

3.1 Research Design

The present study employs descriptive qualitative method. Bogdan (1982 cited in Moleong 2004) explains that descriptive qualitative research aims to make systematic description about the facts. The purpose of descriptive method is to describe systematically situations of area of interest factually and recently.

According to Pope and Mays (2006: 8), qualitative research generally deals with talk or words rather than numbers; however, this does not mean that measurement is not used to explain social phenomena. The qualitative method was employed due to a need to analyze love expressions as social phenomena in daily life through song lyrics in the album entitled “Pure”.

The descriptive method employed involved the process of describing, categorizing, and interpreting the data. It included the reduction and display of data (Huberman and Miles, 1994) to analyze the rhetorical devices as a tool to

describe the figurative language. Then, the rhetorical devices was picked and categorized into rhetorical schemes and rhetorical tropes. After categorized the figurative language, then the data was interpreted to understand the figurative meaning in the album.

3.2 Data Collection

Data were taken from “Pure” album. The album was written by several composers, those are Jason Mraz, Emaneul Kiriakou, Sara Bareilles, Tim Mosley, Colbie Caillat, Natasha Bedingfield, Jesse Mccartney, Jason Reeves, Mikkel Eriksen, and Steeve Booker. The album was released in 2009. It contains 14 songs and was performed by Areia De Rio. The musical formation gives an illuminating insight into the weird and wonderful world of New Wave in Bossa Nova style.

Areia De Rio is a cover band with a changing structure which covers songs from the New Wave in Bossa Nova style. They wanted to revive old songs through the elegance and sensuality of Bossa Nova. They aimed to create songs that could be listened to at home, an interesting form of easy listening.

“Pure” album was chosen because the lyrics contain a large amount of figurative language. There are 14 songs in the album but only analyze 10 songs are analyze because the research focused on song lyrics that contains expression of love. The 10 song lyrics are I’m Yours, Crush, Love Song, Apologize, Lucky, Pocketful of Sunshine, Bleeding Love, Bubbly, Take A Bow, and Mercy.

3.3 Data Analysis

This section describes how data were analysed. This was done through a close reading on the lyrics and sorting the words that contained figurative language based on the theories proposed by Abrams (1988), Corbett (1971), Holman/Harmon (1992), Preminger (1993), Jahn (2002), Scaif (2002) and Harris (2009).

3.3.1 Identification of Figurative Language

Close reading was conducted to ensure proper identification of figurative language. This strategy was taken to gain adequate understanding of the expressions of love in the song lyrics. The song lyrics were read many times in order to sort out the figurative language. Each figurative language that had been identified was described especially in terms of its linguistics characteristics.

3.3.2 Classifying the Figurative Language

The figurative languages that had been identified were later grouped into two main classifications of rhetorical devices, i.e. rhetorical schemes and rhetorical tropes. Rhetorical schemes are alliteration, assonance, anadiplosis, anaphora, epistrophe, epizeuxis, erotesis, symploche and polysyndeton. Meanwhile rhetorical tropes are hyperbole, irony, metaphor, metonymy, paradox, personification, simile, and synecdoche.