CHAPTER III
METHODOLOGY OF RESEARCH

A. Methodology of the Research

Research design helps researchers in conducting research that refers to research objectives, data collection methods, strategic analysis in presenting findings, and in making conclusions. This research uses qualitative research. Qualitative research is a research procedure where the results of the object to be observed are descriptive data, which is the data in the form of written or spoken words. According to Sugiyono, qualitative research is research that is carried out naturally in which the key instrument is the researcher herself, the research is descriptive which means that the data collected is in the form of words, data analysis is carried out inductively, prioritizes process rather than output, and the final result is more emphasizes the meaning of generalization[1]. More specifically, this research uses descriptive qualitative approach, because the data analyzed is text in the form of lyrics in the song A Whole New World, which contains many types of figurative language.

Furthermore, Moleong in Syafitri and Marlinton stated A descriptive qualitative is one kind of research that does not apply arithmetic calculation or statistics but contains sentences or descriptions of

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[1] Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Bandung: ALFABETA, 2013), 9.

objects[2]. Descriptive qualitative is intended as a study that tends to non-numerical but focuses on meaning making. The purpose of descriptive qualitative research is to represent an event, a phenomenon, and its characteristics with systematically, factually, and accurately.

The method used in analyzing the data in this study is the method of content analysis. Content analysis is a research method that analyzes data in the form of texts, documents, and other qualitative data systematically to describe the phenomena in making conclusions.

B. Unit of Analysis

The researcher focuses on analyzing the types of figurative language found in the song A Whole New World and the meaning contained in the song's lyric. In order to make the analysis easier, the researcher needs a data source. The object of this research is a song, therefore the data source is in the form of words, clauses, and sentences from the lyrics of the song A Whole New World. There are the 34 lines of song lyrics in which are composed of words, clauses, and sentences 9 lines of the entire line is a repetition of the chorus of the song itself.

The researcher took these lyrics from the website genius.com. On this website, we can find many songs that we want looking for especially A Whole New World song. The researcher took this song because it is the

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[2] Dewi Syafitri and Melisa Marlinton, "An Analysis of Figurative Language Used in Edgar Allan Poe's Poem", *Linguistic, English Education and Art (LEEA),* Vol. II, No. 1 (Desember, 2018), 51.

only song that won the prestigious Grammy Award for Song of The Year at the 36th Grammy Awards and this song was popular again and was covered by many people around the world when the release of the remake version of the Aladdin movie.

C. Research Analysis

Qualitative research is research that describes an object and generally uses an analytical approach. This qualitative research emphasizes the research process and meaning from the perspective of the subject rather than the results obtained. According to Sugiyono, he said that in qualitative research, human investigators are the main instrument in obtaining, collecting, and analyzing data. However, this study requires a tool that is used as an effort to obtain the validity of the data. This study uses non-participant observation as an instrument in finding the types of figurative language in this song. Sugiyono defines non-participant observation as a data collection technique in which the researcher is not directly involved or only as an independent analyzer[3]. By using this instrument, researchers do not need participants because the observed data is in the form of documentation from a collection of words, phrases, or sentences that are arranged into the lyrics of the song A Whole New World.

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[3] Sugiyono, *Metode Penelitian Pendidikan Kuantitatif, Kualitatif dan R&D* (Bandung: ALFABETA, 2015), 204.

However, in this case, the researcher uses the theory of the types of figurative language from Larson as quoted by Lubis as a reference in analyzing figurative language in the song A Whole New World. These types of figurative language include: Metaphor (M), Hyperbole (H), Simile (S), Personification (P), Metonymy (P), Synecdoche (S), Irony (I), Allusion (A), Repetition (R), Symbol (S), Alliteration (A), Idiom (I), Onomatopoeia (O), Paradox (P), Assonance (A), and Imagery (I). The data is presented using a checklist table to analyze the types of figurative language in the lyrics below.

Table 3.1

Table analysis of the types of Figurative language in the lyric of A Whole New World

Lyric	Line	Types of Figurative Language															
		M	H	S	P	M	S	I	A	R	S	A	I	O	P	A	I

Meanwhile, to find the contextual meaning in the lyrics of this song, the researcher tries to match the meaning in each lyric which is classified as figurative language with the description of the situation in

Aladdin the Movie 2019. This analysis is carried out by observing the details of the storyline of Aladdin the Movie 2019 and then linking the meaning of the lyrics with the footage by its context.

D. Collecting the Data

Data collection technique is a technique used to obtain and collect data to examine. The use of appropriate research techniques is an indicator that plays a very important role in determining the success or failure of a study. In this study, researchers applied documentation studies as a way of collecting data. as Arikunto in Listiani defines documentation study as a way of collecting data that comes from cases or variables such as notes, magazines, transcripts, books, and so on[4]. The data here is in the form of the lyrics of the song A Whole New World which was obtained through the website called Genius.com. In data collection, the research run from observation through the following steps:

1. Assessing the website genius.com to get A Whole New World song.
2. Search then download the song and the lyric.
3. Read the song lyric.
4. Write down the data in a checklist table.
5. Select and analyze the words, clauses, and sentences in the song lyric which belong to the figurative language according to Larson.

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[4] Heny Listiani, "An Analysis of Figurative Language Found on the Song Lyric by Taylor Swifts's "Speak Now" Album", (Paper, State Institute For Islamic Studies Salatiga, Salatiga, 2015).

6. Check list the data or lyrics of A Whole New World containing elements of figurative language according to the types of figurative language that have been presented in the checklist table.

E. The Technique of Analyzing Data

The researcher use content analysis method in analyzing the data in this research. The definition of content analysis by Krippendorff is a research technique used to create replicable and valid inferences from a text (or other meaningful object) into the context of its use[5]. It means that content analysis is a research technique used to draw valid conclusions with actual data and it is hoped that the results of the analyzed data can be reproduced or duplicated for further research needs. While Fraenkel and Wallen defined content analysis as a technique that is likely to be used by researchers in studying and observing human behavior indirectly through analysis of their communication. The kinds of communication that can be analyzed using analytical content can be in the form of text books, essays, newspapers, novels, songs, advertisements, and others[6].

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[5] Klaus Krippendorff, *Content Analysis An Introduction to Its Methodology* (New Delhi: SAGE Publication, 2004), 18.

[6] Jack R. Fraenkel and Norman E. Wallen, *How to Design and Evaluate Research in Education* (Singapore: The McGraw-Hill Companies, 2008), 472.

The researcher applied the Miles, Huberman and Saldana theory in analyzing the data. They consider the analytical content of the three concurrent flows of activity. The three components in analyzing data according to Miles, Huberman and Saldana can be described as follows:

1. Data Reduction

Reduction data is the process of selecting, emphasizing, abstracting, simplifying, and / or the data transformation process that arises in the form of a complete set of written, field notes, transcripts, documents, interview, and other sources based on experiences. In this study, data were obtained through document studies of figurative language or script of the song lyrics of A Whole New World.

2. Data Display

The second main flow is data display. Display data, namely a collection of primary data that is arranged systematically and made simple by making conclusions and actions. Designing the display data, determining the rows and columns of the matrix on a qualitative basis, and deciding which data, in what form, should be placed into cells is a form of analytical activity.

3. Drawing and Verifying Conclusion

The last flow of analysis is drawing and verifying conclusion. In this stage, the data is analyzed during or after the data has been collected by noting patterns, explanations, and causal flows so as to arrive at

conclusions that are not clear at first, then become more explicit and reasoned. In general, the data of this study were collected through several steps: searching for the lyrics of A Whole New World song, reading, selecting and analyzing the figurative language found and finally making conclusions using tables[7].

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[7] Matthew B. Miles, A. Michael Huberman, and Johnny Saldana, *Qualitative Data Analysis* (California: SAGE Publication, 2014), 10.