

CHAPTER III

RESEARCH METHODOLOGY

A. Method of The Research

This study was considered Qualitative research. According to Creswell, Qualitative research is a means for exploring and understanding the purpose individuals or groups ascribe to a social or human problem and the final written report has a flexible structure.²⁷ The qualitative research method used is characterized by using the idea that the researcher's perspective needs to be understood and included in interpreting the findings.

The method of this research was categorized into library research, where all the data were collected from any literary works related to the research. Literary works reviewed is not only books, but also can be documentation substances, magazine, journal, and newspaper. Library research was emphasized to find any theories, laws, theorems, principles, ideas, and other things that can be used to analyzed and solve the research problem.

²⁷John W Creswell, *Research Design Qualitative, Quantitative and Mixed Methods Approaches*, (Los Angeles: Sage Publications, 2009), 4

B. Unit of Analysis

The writer uses Harris J's song lyrics as the unit of analysis, especially in five songs. They are Worth it, Good Life, Love Who You Are, Salam Alaikum and I Promise was published in 2015. The writer could take the data from them because each song has its own meanings, and many lessons that can be learned from the lyrics of the song from Harris J. From the song, there are some languages that consist of some words. From those words the writer studied and those words can be a primary data of this research because from these words the writer can analyze the moral values in the song.

C. Instrument of Data Collecting

The instrument of this research is from the writer himself because for analysis the data use interpretation of own words and the lyrics of Harris J songs. The data of the research is the text lyrics of Harris J songs. The main or primary source are five songs among the other songs which in song of Harris J. They are Worth It, Good Life, Love Who You Are, Salam Alaikum and I Promise.

D. Method of Collecting Data

In collecting the data, the writer used an analysis of documents as the method because it is suitable for qualitative research, especially in content analysis. According to Bowen, a document can be used for systematic evaluation as part of a study take a variety of forms. They include letters,

diaries, newspaper content, folk songs, short stories, messages of radio, television, documents, texts, or any symbols.²⁸

To collect the data, the writer needs some procedures. These steps are: The writer finds the data from Harris J song lyrics. After collecting the data, the writer identifies the appropriate and inappropriate data, the writer listed them based on list a song that the writer created. This is done to easier in classifying data. After making a list of data, the writer classified all of the data based on the kinds of moral values and the significance of the moral values contained in it.

E. Technique of Analysing Data

In this research, the writer used content analysis. Content analysis method is used by sociologists to analyze social life by interpreting words and images from documents, film, art, music, and other cultural products and media.²⁹ Content analysis is a research tool used to determine the presence of certain words, topics, or concepts in certain qualitative data. Through content analysis, the researcher can quantify and analyze the presence, meaning, and relationships of particular words, themes, and concepts.

The writer tries to analyze the data by some steps. The step of analyzing data is presented as follow:

²⁸Devi Prasad B. *Content Analysis, Research Methods for Social Work*, (New Delhi: Rawat Publications, 2008)

²⁹ Crossman, Ashley. *An Overview of Qualitative Research Methods*, <https://www.thoughtco.com/qualitative-research-methods-3026555>, (Accessed on October 10, 2021)

- 1) The writer read and explained the meaning of the lyrics that contained moral values by using hermeneutic approach.
- 2) The writer classifying the data based on the kinds of moral values, which focused on the appropriate and inappropriate data to make it easier to classifying data.
- 3) Analyzing kinds of moral values and the significance of moral values in life portrayed in Harris J's selected song lyrics.
- 4) Communicate with the theoretical review used and conclude.