

CHAPTER III

METHOD OF THE RESEARCH

Based on the background of the study, the researcher was trying to identify the figurative language in the Owl City song, the research done using a qualitative design by checking the Owl City song and identify the Figurative Language. This chapter present about, the nature of the research, data collecting, data source, research procedure, and data analysis method.

3.1 The Nature of the Research

This chapter conducted this research to analyze the data to answer the problems in statement of the problem. Research designs are the specific procedures involved in the research process : data collection , and report writing (Creswell, 2012 : 20). This research uses qualitative method, because it related to the object of the research .The research design of this research is qualitative. Mertens (2010 : 225) states that qualitative methods are used in research that is designed to provide an in depth description of a specific program, practice, setting. In addition to qualitative research is a situated activity that locates the observe in the wold. It consist of a set of interpretive matterial practices that make the world visible. Qualitative involves the studied use and collection of a variety of empirical materials case study ; personal experience; instrospection; life story ; interview; artifacts : cultural text and production; observational, and visual texts that discribe routine and problematic moments and meanings in individual's lives.

From the statement above, it is obvious that the data used in qualitative research and the data are not in the forms of number but in the form of words of picture. The qualitative data is data qualitatively oriented to describe some situation.

3.2 The data source

The data source in this resource is taken from Universal Music Corp Ocean City Parkin the from of lyrics which are produced of many hours (found the best song by owl city):

1. Vanilla Twilight
2. The Saltwater Room
3. Lonely Lullaby

3.3 The data collection

The data that will be collected, analyzed in this study are the kinds of figurative language in Owl city song, which have been released on two albums this thesis uses data from MP3, internet that are related to Owl City. This thesis the main source of the data is the Owl City texts lyrics. The researcher selects the data for this thesis after listening to the Owl City songs and examines the lyrics of the song which has a figurative language.

3.4 The research procedure

Like stated in research design that the research is qualitative research, so the research procedure presents about implementing in five steps:

1. Listening the object songs carefully and intensively and readingIntensively.
2. Finding out the figurative language of each lyric.
3. Analyzing the meaning of each lyric.
4. Classifying the figurative language of each lyric and its meaning.
5. Taking conclusion.

3.5 The data analysis method

Data analysis method is a way to analyze the obtained data. The data collected in this research were the primary data that cover own research process. Collected data from observation in each lyric analyzed qualitatively. It was described based on the writer process in literate was going on. Then the result of this data analyzed qualitatively to answer the statement of the problem.