

CHAPTER III

METHODE OF THE RESEARCH

3.1 The Nature of the Research

In this chapter presents about the strategy in collecting and analyzing the data to solve the problems of the study. This study uses qualitative method, because this study relates to the object of study. Qualitative methodes are used in research that is designed tp provide an in-depth description of a spesific progam, practice, or setting. Qualitative research involved the study use and collection of a variety of impirical materials—case study; personal experience; introspection; life story; interview; artifacts; cultural texts and production; observational, historical, interactional, and visual text—that describe routine and problematic moments and meanings in invidual’s lives (Mertens in Rifandi’s thesis, 2013:34). For further Bungin states that qualitative media analysis of all types of data or documents analyzed were more likely referred to as "text" in whatever form images, signs, symbols, moving pictures, and etc. document the qualitative content analysis is a form of symbolic representations that can be recorded / documented or stored for analysis. This qualitative media content analysis is the method of analysis is conceptually integrative and more to find, identify, process, and analyze documents to understand the meaning, significance, and relevance (Bungin, 2004:147).

3.2 Data Sources

The data sources of this study are the collection of Rihanna's songs. There are many songs that are sung by Rihanna, but some of them are taken by researcher because of effectiveness. In this study the author only takes three songs that are sung by Rihanna. The three data sources from Rihanna's songs : a). Umbrella b). Unfaithful

3.3 Data Collecting

In this study the researcher uses the data from Rihanna's songs. The data that will be analyzed in this study are kinds of figure of speech in Rihanna's songs. The author takes the data from internet, mp3, handphone that are related to Rihanna's songs. The researcher chooses some of the songs that contain figure of speech such as: " Umbrella" and "Unfaithful". In this study the main sources of the data are the lyrics of those songs.

3.4 Data

3.4.1 The lyrics of "Umbrella" from Rihanna's songs

3.4.2 The lyrics of " Unfaithful" from Rihanna's songs

3.5 The Steps Of The Data Analysis

In this part the author tells the steps of researching the data object. The research is qualitative research, so the steps of the research stated as follows:

3.5.1 Listening the object songs carefully

3.5.2 Reading the lyrics of the songs intensively

3.5.3 Classify the figure of speech of each lyric and its meaning

3.5.4 Analyzing the meaning of each lyric

3.5.5 Taking conclusion

3.6 Data Analysis Methode

In this part the researcher says the way to analyze the data. The data object primary in this study is collected and analyzed qualitative methode use and then the researcher explains it by literally process which placed in previous chapter. Then the result of data is analyzed qualitatively to get the answer from the problems of the study that are placed in chapter I.