

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter will discuss the research methodology used in this research. It presents research design, research object, data and sources of data, research instrument, data collection technique, and data analysis technique.

#### **3.1 Research Design**

This research adopts a qualitative (methodology) to analyze the rhetorical devices in the lyrics of the songs "Crawling" by Linkin Park and "Brompton Cocktail" by Avenged Sevenfold. This approach was selected because it enables the researcher to explore the meaning and emotions embedded in the lyrics, as well as understand how works rhetorical devices such as metaphor, hyperbole, repetition, anaphora and irony are used to shape interpretations.

Qualitative research according (John W. Creswell, 2012 : 4-5): "qualitative research is a method used to describe, explore, and understand the meanings that individuals or groups give to social or human issues. The process includes creating research questions, collecting detailed information from participants, analyzing the data inductively—from specific themes to broader ideas—and interpreting what the data means. Reports produced through this method usually have a flexible structure. Researchers who use qualitative methods must think inductively, pay attention to personal meanings, and understand the complexity of the problems being studied." (John W. Creswell, 2012 : 4-5).

#### **3.2 Research Object**

The research object is lyrics of the songs "Crawling" by Linkin Park and "Brompton Cocktail" by Avenged Sevenfold.

#### **3.3 Data and Sources of Data**

The primary of data are the lyrics of songs Linkin Park's songs "Crawling" and "Brompton Cocktail". Which were obtained from the official sources and verified lyric databases such as; Genius, Spotify, etc

### **3.4 Research Instrument**

In qualitative research, the researcher serves as the main research tool. They are directly involved in collecting data through methods like observations, making them an active part of the study itself. (Abdussamad,2021). The researcher uses rhetorical rhetorical devices to identify devices that appear in song lyrics.

### **3.5 Data Collection Technique**

The research procedure would follow a systematic approach to ensure a thorough and organized analysis of the song lyrics:

1. **Collecting Data:** The researcher collected the lyrics of two songs that were the objects of the research that have great potential in the use of rhetorical devices. Taking song lyrics from official sources such as official websites or trusted lyrics databases. The lyrics were read thoroughly and repeatedly to understand the context of the song.
2. **Identifying Rhetorical Devices:** Each line or stanza of the lyrics is carefully examined to identify the rhetorical devices used in context.
3. **Classifying and Interpreting:** The rhetorical devices found were classified according to their type then analyzed to understand how each device works in the context of the song.
4. **Recording Results:** The analysis result are recorded in the form of tables and narrative descriptions to facilitate discussion in the next chapter.
5. **Re-reading:** The researcher would then re-read the song lyrics thoroughly to ensure that no important elements are missed in the analysis. This rereading aims to confirm previous findings and ensure that all relevant aspects have been analyzed carefully, as well as to re-evaluate the overall context of the lyrics in relation to the theme being researched.

### **3.6 Data Analysis Technique**

To process the data, the researcher used textual analysis and adopted the interactive model developed by Miles and Huberman (2014) data analysis involved of three principle processes at the same time continually inform one another:

1. **Data Reduction:** This stage involves selecting, simplifying, and abstracting the collected data. The goal is to reduce irrelevant data and focus on important information, thus facilitating the subsequent analysis process.
2. **Data Presentation:** After the researcher had organized and reduced the data, the following step is to present the data in a form that facilitates understanding, such as tables, graphs, diagrams, or descriptive narratives. Data presentation aims to make it easier for researchers to see patterns and relationships between data, as well as to prepare the basis for drawing conclusions.
3. **Drawing Conclusions:** At this stage, researchers draw conclusions from the data that has been analyzed. This process is dynamic and can take place throughout the study, with researchers continuously checking and adjusting conclusions based on the available data.

