

## **CHAPTER III**

### **RESEARCH METHOD**

Within this chapter, the researcher addresses five topics. First, delve into the design of previous research. Second, the research setting, object, and subject. Third, the research instrument. The next section data analysis. Lastly, the chapter explores the technique employed for data analysis

#### **A. Research Design**

Qualitative study is research design which to observe natural object where researcher is the key instrument. Dornyei et al., (2008) says that qualitative research involves data collection procedures that result primarily in open-ended, non-numerical data which is then analysed primarily by non-statistical methods. Typical examples of this research are interview research, with the transcribed recordings analysed by qualitative content analysis.

As a result, the researcher employs a research strategy that yields a description of the words, which deals with qualitative study. This qualitative study is used to analyse personification in Mitksi's selected song from her album "The Land Is Inhospitable and So Are We". In this research, the qualitative research is the appropriate method for producing a decent analytical result in order to locate the figurative language for this study because qualitative research embraces subjectivity and acknowledges the importance of individual interpretations. It allows researcher to explore diverse viewpoints, understand the lived experiences of songwriters and listeners, and delve into the personal meaning attributed to lyrics.

#### **B. Research Setting, Subject, and Object**

##### **1. Setting**

This research used an online platform setting, namely Spotify. Spotify is supported on various devices such as iOS 14, Android OS 5.0, Mac OS X 10.15, and Windows 10. Through Spotify, researcher can listen to songs while reading the lyrics. Scholarly investigations typically leverage a freely accessible digital platform known as Genius: Song Lyrics & Knowledge, which is readily available across a range of technological devices.

## 2. Subject

The subject of the research is the eleven songs in “The Land Is Inhospitable and So Are We” album by Mitski.

## 3. Object

The object of this research was related to the use of personification language that was applied in Mitski’s song lyrics, the type of personification that used in Mitski’s song lyrics, and the meaning of personification that used in Mitski “The Land Is Inhospitable and So Are We” album. The songs with the code are: Bug Like an Angel (BLA), Buffalo Replaced (BFR), Heaven (HVN), I Don’t Like My Mind (IDLM), The Deal (TD), When Memories Snow (WMS), My Love Mine All Mine (MLM), The Frost (TFR), Star (STR), I’m Your Man (IYM), and I Love Me After You (ILM). Analyzing the aesthetic growth and thematic coherence in Mitski’s most recent body of work. This imaginary album’s songs span a wide spectrum of emotional terrain, from the more anthemic and emphatic “I’m Your Man” to the reflective and vulnerable “I Don’t Like My Mind.” A thorough examination of the narrative arcs, musical genres, and lyrical content included in these 11 works would shed light on Mitski’s creative development and the broad conceptual framework that her most recent album explores.

## C. Research Instrument

According to Sugiyono, (2014), a research instrument is a tool used to measure observed natural and social phenomena. A research instrument is a tool used to carry out research activities, especially as a measurement and data collection in the form of a questionnaire, a set of test questions, and observation sheet, and so on.

Since one of the goals of the instrument is to help this research, the primary instrument in this qualitative study is utilized to collect the data. According to this study, the instruments used in this research are song lyrics from Mitski’s “The Land Is Inhospitable and So Are We” album through the premium Spotify application, the media using cell phone, laptop, and headphone.

### 1. “The Land Is Inhospitable and So Are We” Album

The seventh studio album by American singer-songwriter Mitski, titled *The Land Is Inhospitable and So Are We*, was made available through Dead Oceans on September 15, 2023. It was recorded at Sunset Sound in Los Angeles and the

Bomb Shelter studio in Nashville under the production of Patrick Hyland. The songs "Bug Like an Angel," "Star" / "Heaven," and "My Love Mine All Mine," the latter of which is among Mitski's most popular to date, were released as singles to support the album from July to October 2023. Reviews for *The Land Is Inhospitable and So Are We* were overwhelmingly positive, with reviewers praising both the music's minimalist approach and Mitski's lyrics' emotional honesty.



Figure 1. *The Land Is Inhospitable and So Are We* from Mitski cover album

#### **D. Data Collection Procedure**

The method by which a researcher gathers data for a study is referred to as the data collecting technique. Additionally, the method of data collecting can be used to determine the focus of the study. As a result, research without the right methodology will not produce the greatest results. In this instance, the study collected data utilizing a process tabulation. In qualitative research, tabulation is a helpful approach that lets researchers arrange data into clear, relevant categories for additional analysis.

The major source for this study would be Mitski's "*The Land Is Inhospitable and So Are We*" album, outside from that. Following are the steps for gathering data for this study:

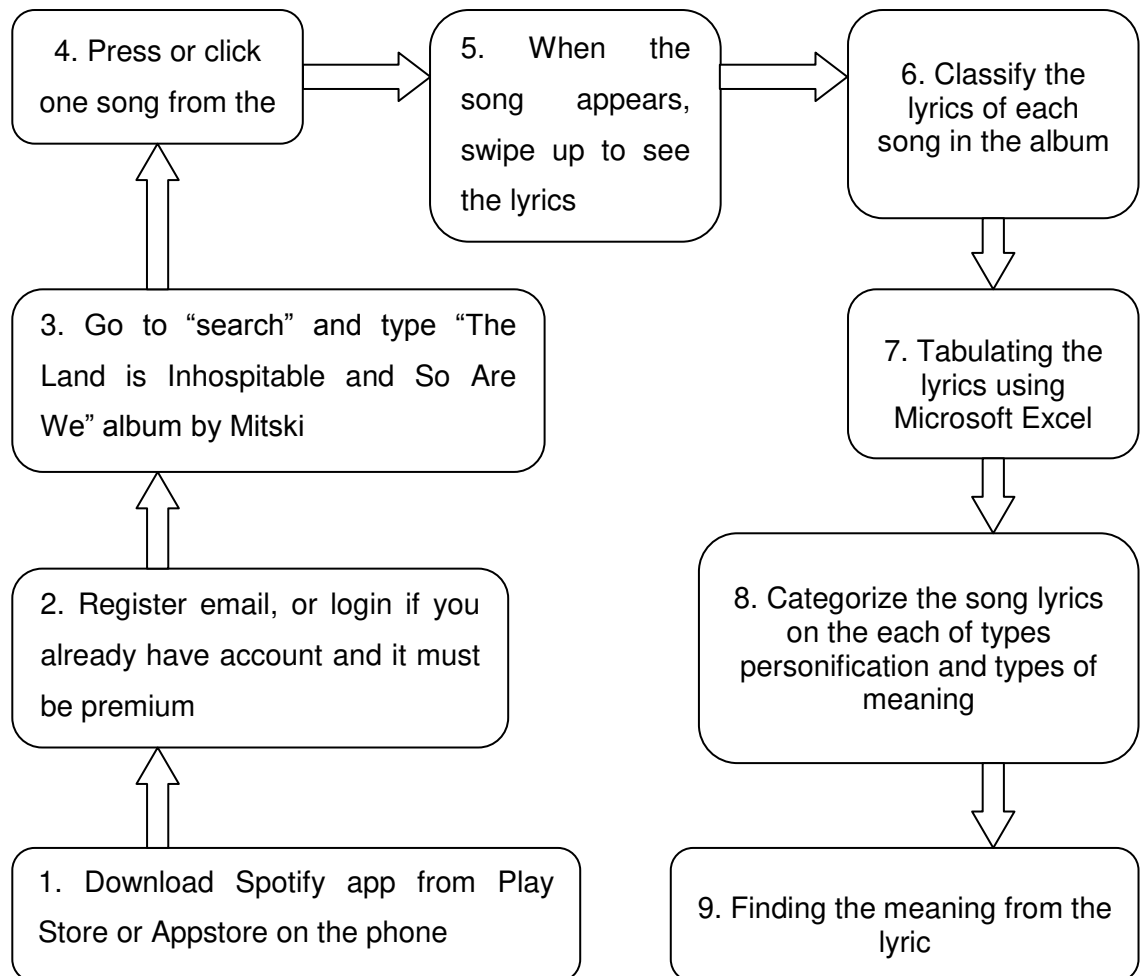


Figure 2. Diagram Data Collecting Procedure

### E. Research Data Analyzing Technique

After gathering the data and providing an answer to the study question, the researcher then examines the data. Creswell (2018) emphasizes that a data analysis in qualitative research involves systematically organizing, categorizing, and making sense of the data collected. The data analysis discusses various techniques such as coding, thematic analysis, and constant comparison to analyse qualitative data and generate themes or categories. Information is examined as part of this process to spot trends, correlations, and patterns as well as any potential anomalies. Additionally, it involves the creation of hypotheses, the use of suitable statistical methods, and the relevant presentation of the findings.

Data analysis can also be employed to derive important insights and conclusions from the data. This is also crucial to the success of any research endeavour and is a fundamental part of the research process. The data was assessed using the following procedures:

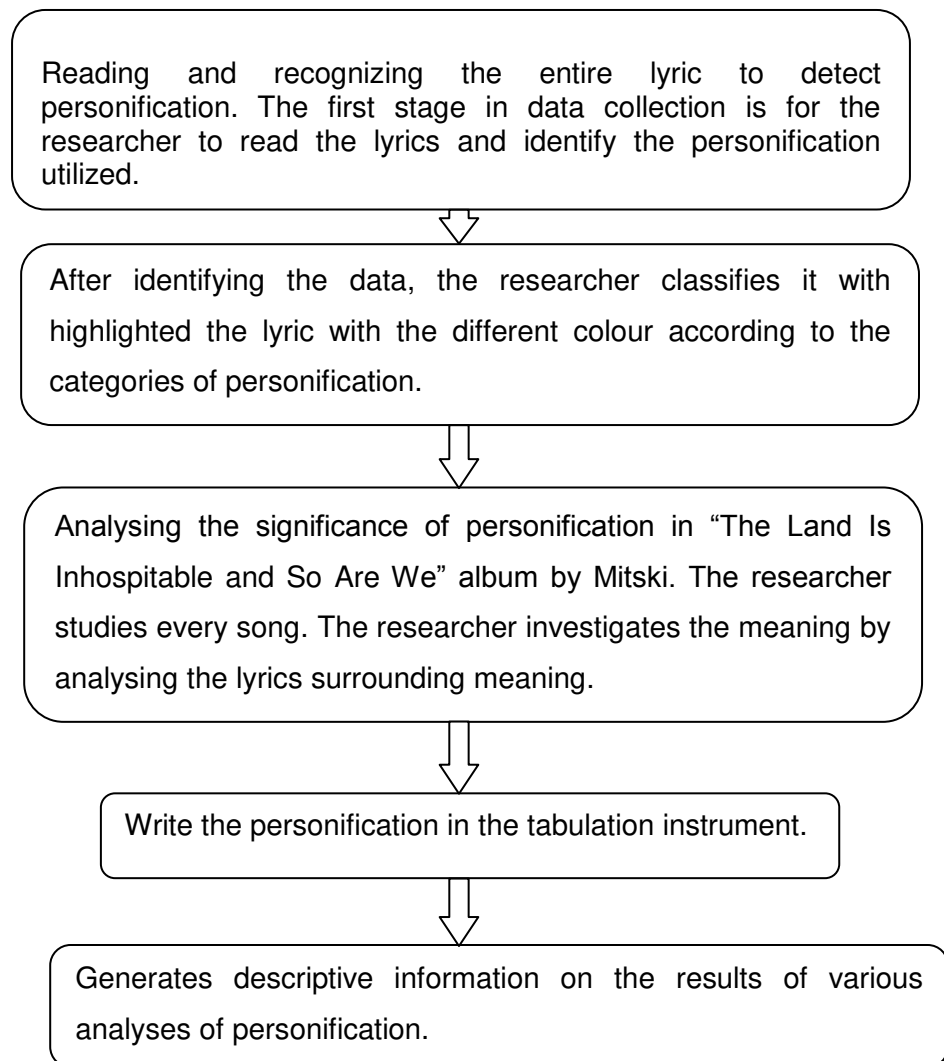


Figure 3. Diagram Data Analyzing Technique

In qualitative research, tabulation is a helpful approach that lets researchers arrange data into clear, relevant categories for additional analysis. Reading the data and combining individual values into the appropriate table cells is the process of tabulating data. The process of consolidating data is usually carried out in batches based on Aamand et. al, (2019), they referring to what they say, tabulating data is the process of arranging data into a tidy, sensible framework. This is accomplished by carefully reading the data and entering each value into the appropriate table field. Consolidating data from various sources into a single, cohesive collection entails gathering, merging, and structuring the data. Typically, this is done in batches, with the data divided into manageable portions for processing.