

CHAPTER III

RESEARCH METHODS

A. Research Design

In completing this research, researchers will use qualitative descriptive methods to analyze data showing metaphors in Taylor Swift's song lyrics. data originating from texts, interview scripts, notes and other supporting official documents. Ahmad, (2019) collect a series of data, some qualitative data such as personal opinions. Qualitative research is research that provides insight and understanding of the background, studying very complex phenomena that are impossible to explain with quantitative research. According to Creswell, (2013) Qualitative method is a research approach used to explore and understand the meaning produced by individuals or groups which are considered to originate from social or humanitarian problems, includes research design, data collection procedures, data recording procedures, and analysis. Moleong, (2017) Text and images are forms of data collected, not numbers. All the contents that have been collected can be the key to doing it study. When writing a report, researchers carry out deep data analysis original form. Review one by one.

Based on the research analysis design that has 1been described, the researcher decided to use a qualitative descriptive method. This method is chosen because it is considered most appropriate to the research objectives, where this research was more appropriately carried out with a descriptive approach. Researcher will explain in detail and interpret the data obtained throughout the research.

B. Research Setting, Subject, and Object.

1. Setting of Research

The settings of this research is flexible, it does not require a certain place to do because it depends on the researcher and this research used library research method.

2. Subject of Research

The subject of this research are type and meaning of metaphor that found in sixteen song lyrics Taylor Swift.

3. Object of Research

The object of this research is Metaphor Analysis based on the album The Tortured Poets department consisting of sixteen Taylor Swift songs.

C. Research Instrument

The instrument used in this qualitative research is the researcher himself, who was tasked with classifying the metaphors that appeared and explaining the meaning of the metaphors in Taylor Swift's song lyrics. Researcher act as the main instrument in carrying out this qualitative research. Sugiyono, (2018) explains, qualitative researchers as humans instrument, functions to determine the focus of the research, selecting informants as sources data, conducting data collection, assessing data quality, data analysis, interpreting data and draw conclusions on the findings. The instrument are:

1. The Researcher as Human Instrument

The main instrument in qualitative research is used to obtain data because the purpose of this instrument is to support this research, based on research the instrument is the researcher himself. because they have the ability to collect more complex and contextual data, interact directly with research subjects, and analyze data with a deeper understanding of the research subject, which other instruments cannot do. Rossydh, (2017) Instruments are research tools for collecting data as learning materials used in research collect data in the research process.

2. Tabulation

Tabulation is a method of organizing data in table form. data obtained from researchers. The researcher hopes to use tables to make it easier to organize and present the data to be explained. According to Sholihah, (2018) Tabulation is the process of placing data in the form of a table consisting of data based on the analysis required.. The purpose of this tabulation is to help compile data into a more structured format and make it easier for readers to understand the data.

No	Stanza	Selected Lyric	Type of Metaphor

3. Documentation

Documentation is the process of processing data and information from various sources and documents or notes published by the media and then stored regularly. Documentation can be done by doing reading and studying written data sources such as books, journals and magazines found in libraries, the internet or other sources used in analyzing the research itself. In this research, researchers received data in the form of lyric notes (script) and audio. This research is documented in the transcription included in the appendix.

D. Data Collecting Technique

Data collecting technique can be interpreted as a process and method of conducting research. According to Arikunto in ULATIS'AMR, (2021) important data collection techniques are carried out in research. because the purpose of research is to get data. The method used by researcher is qualitative, namely using document study, meaning a text-based data collection method for analysis. There are several ways to collect data. Researchers used the internet to get the text of Taylor Swift's song lyrics to collect data. Then researchers used a table containing verses selected lyrics and types of metaphors based on sixteen songs. Then, researchers will classify the lyrics according to the metaphor to find out the types of the sixteen Taylor Swift songs.

E. Data Analyzing Technique

In analyzing data, researcher conduct research by conducting independent studies to analyze the subject. This researcher focuses on metaphors in Taylor Swift's songs. According to Lakoff and Jhonson in ULATIS'AMR, (2021) The researcher uses three criterias for analyzing the metaphor in song lyrics, there are structural metaphor, orientational metaphor & ontological metaphor. Data analysis techniques are as follows:

1. The researcher observing the song lyrics by identifying each stanza containing sixteen Taylor Swift songs.
2. Collecting data and classifying the data by grouping the lyrics into stanzas that contain metaphors based on the type of metaphor in the table.
3. Then, the researcher explaining the meaning of the metaphor in the song lyrics.
4. The last, making conclusion based on the data that has been collected.