CHAPTER III
RESEARCH METHODOLOGY

A. Research Design

The research design in this research uses analysis research design. According to Creswell (2014) :

"Qualitative research is an inquiry process of undertanding based on distinct methodological traditions of inquiry that explore a social or human problem". The researcher builds a complex, holistic picture, analyzes word, report detailed views of information, and conducts the study in a natural setting .

The process can be a form, characteristics, relationships, similarities, activities, change, and differences between one phenomenon and another phenomenon.descriptive research is research where researcher tyr to describe and interpret things, such as the condition of a things or relationship, opinions that develop, an effect that occurs, and trends that are ongoing in the community.

Based on the explanation above, the researcher chose a descriptive qualitative design because the researcher describes the details and interpret the data obtained during the research. The types of research is also selected because in accordance with the research objectives, which according to the researcher is more precisely done with the type of descriptive research.

B. Research Instrument

There are two sources that can be used to get the data. Those are :

1. Primary Instrument

Sugiyono (2011: 102), states that research instrument is a tool that is used to measure nature phemomenon or social which is observed. In qualitative research, the instrument is the researcher herself, therefore as a human instrument. The researcher has to be able in determining the research focus, choosing data source and also collecting the data . The research must classify the data, giving the evidence of the data and analyze them. In finishing the research, the researcher has to make the conclusion of data analysis. Based on the statement, the instrument of this research is the researcher herself and song lyrics of Blackpink's album.

2. Secondary Instrument

Secondary source is additional source to get the data . Given (2008: 803) argued "Secondary data source is preexisting source that have been collected for a different purpose or by someone other than the researcher". In other word, secondary source has function to collecting data for different purpose when conducting research .

Based on explanation above, the secondary source in this study using documents. The document is a list of the song lyrics from the blackpink's record "the album". The lyrics of the song are used to find the type of language style in the blackpink album.

C. Data Source

1. Setting of Research

The setting of this research is carried out in house or library research for it is a qualitative research and it does not call for certain place to do. So the location can be flexible depends on the researcher.

2. Subject of Research

The subject of this research conducted on Blackpink's "*The Album"* records song lyrics. They are selected from the eight selected songs; "*How you like that, Ice cream, Pretty savage, Bet you wanna, Lovesick girls, Crazy over you, Love to hate me, and You Never know"*.

3. Object of Research

The object of this research focused on the Language Style used in the song lyrics Blackpink's "*The* Album" records.

D. Data Colleting Technique Of Research

According to Sugiyono (2015) "explains that data collecting technique is the first main step in the research, because the main purpose od the research is to get the data". In this case the writer used study document as the way to collect the data of research . In doing this research, there are some steps used by the researcher in collecting the data ;

1. The researcher downloaded the song lyrics for each selected songs to be analyzed through internet.

2. The downloaded song lyrics were then printed into the script form. Those 8 selected song are; "*How you like that, Ice cream, Pretty savage, Bet you wanna, Lovesick girls, Crazy over you, Love to hate me, and Never know*".

3. Identifiy the data.

    In identifying the data, the researcher reads the lyrics of the song Blackpink's "*The Album*" records, then underlines/ gives color to the lyrics which are included in the type of language style.

E. Data Analyzing Technique Of Research

In analyzing the data of the study, miles and humberman"s techniques were used. Miles and Humberman (in Hasibuan, 2018) elaborated some steps of analyzing data, they are: 1. Data condensation, 2. Data display, 3. Data verification/conclusion .The data were analyzed in following steps:

1. Data condensation

    Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data appearing in written up field note or transcription . In this research it is the process to select the song lyrics of Blackpink's "*the album*" songs which apply the language style discussed, to focus on the song lyrics showing language style, to simplify the song lyrics by making them simpler or easier to understand.

2. Data display

    "Data display is process of organizing, compressing and assembling the data by showing the visual data in form of chart, graphic, diagram or matrix that allows conclusion drawing". In data display, the data were organized to answer research problems . Therefore, by doing this step, the types of language styles as well as the realization and the circumstances that applied in Blackpink's "*the album*" song lyrics were described. The description of research problems answers was made in the form of narration. The description made then became the guidance to verify or draw conclusion.

In data display, the writer gives the code for each data which are going to be analyzed. The code is given to each song title and line of the song lyrics. The eight song titles are given code; A (*How you like that*), B (*Ice cream*), C (*Pretty savage*), D (*Bet you wanna*), E (*Lovesick girls*), F (*Crazy over you*), G (*Love to hate me*), H (*You never know*), while the lines in each songs are given code the number which started from number one. For example, the code of A8 refers to the song *How you like that* and line 8.

3. Drawing conclusion

Conclusion drawing was done though deciding the meaning of data after reading the data display in research. The conclusionsof this research consisted of types of language styles and how they are found. The systematic procedures in conducting the analysis are as follows:

   a) Identifying the transcript of downloaded song lyrics.
   b) Classifying the language styles.
   c) Analyzing the data.