

CHAPTER III

RESEARCH METHOD

A. Research Design

The research design of this study is used a Descriptive Qualitative research method. This method is suitable one to employ for this research analysis and it is also useful because it is thought to produce a detailed description of figurative language.

Sugiyono (2016) states that research methods are scientific ways of obtaining data with a specific purpose. That data can be found, developed, and proven as an inevitable truth so that it can, in turn, be used to understand, solve, and anticipate problems. The research methods used in this study are descriptive qualitative because, using these methods, the problems faced can be described; a descriptive method addresses several possibilities for solving an actual problem by presenting, analyzing, and finding the data.

Sarah (2019) states that qualitative description is a suitable strategy. After seeing the item's state to be investigated, the researcher chose to adopt this approach. In this study, the data is presented in the text. Hancock et al. (2009) said that qualitative research is a technique used to investigate and comprehend a social or humanitarian issue, because there is no given number to count and the data are studied in description.

A qualitative research approach in this study requires data analysis and interpretation the types of figurative language that found in ten Cocomelon songs

that are broadcast on the Cocomelon Nursery Rhyme YouTube channel and the most dominant figure of speech found in ten Cocomelon songs.

B. Research Object

The object of this study was ten songs on Cocomelon Nursery Rhyme youtube channel. Cocomelon is a YouTube channel and streaming media show from the United States. Treasure Studio, an American corporation, manages Cocomelon. Cocomelon is an animated 3D animation video series that includes traditional nursery rhymes as well as their own creative children's songs.

The researcher has selected ten songs by took songs from different playlists. The reason researchers took songs in different playlists was because researchers found that there were two songs with the same title, lyrics, and melody in a playlist. In addition, the song that the researcher took as the data has more figurative language than any other song. The songs chosen by the researchers also pay attention to the number of views compared to other songs. This reason becomes the consideration of voters in choosing songs and that is also why the researcher did not take the song from one album and chose one song among the others.

C. Data

Creswell (2012) stated that data for qualitative research can be obtained from a variety of sources, such as documentation, interviews, observation and more. The data in this study was taken from the song lyrics from ten song of Cocomelon that was broadcast on the Cocomelon Nursery Rhyme youtube channel. The data that was taken from the description box in each song of

Cocomelon. The researchers selected 10 songs which taken from the Cocomelon YouTube channel. The researcher chose the title about (1) *The Stretching and Exercise Song*, (2) *The Ants Go Marching*, (3) *Itsy Bitsy Spider*, (4) *Jello color dance* (5) *Dinner Song*, (6) *Traffict Safety Song*, (7) *Hey Didle Didle*, (8) *Dentist Song*, (9) *Opposites Song*, (10) *Twinkle Twinkle Little Star*.

D. Technique of Data Collection

Sugiyono (2015) also argue documentation is a technique used to gather data and information from reports and other sources, such as books, archives, records, written numbers, and photos, to support the study. This study also employed reading note-taking technique. This study also employed the reading and note taking technique. According to Sudaryanto (1993) the reading is the provision of data by read the data use of language. Mahsun (2012) note-taking technique is a next technique that is carried out after the reading technique. Based on the both techniques, it aims to collect data on the analysis of figurative language contained in ten Cocomelon song lyrics. The researcher utilized the following techniques for collecting data: 1) The researcher searched the song of Cocomelon at Cocomelon-Nursery Rhyme youtube channel, 2) The researcher watched and listened to the to the song in each playlist. 3) The research selected the song by read the lyrics from description box in each song. The researcher note-taken the word, phrase, and sentence which contain figure of speech. 4) After write the figure of speech, the researcher collected ten songs from ten album of Cocomelon. 5) Then, the researcher downloaded the song and copy the lyrics of ten song in each description box as the document to be analyze.

E. Data Analysis

Farhan (2019) stated that data analysis is the most challenging and crucial aspect of the research. The important data will be gathered and presented as research findings. The researchers applied a content analysis technique in this study. According to Hancock (2009) stated that in conventional content analysis, the study focusing on counting or frequency, where the researchers would count the appearances of a word also a phrase. In addition, the content analysis technique is helpful for analyzing the message's text and content as well as any implication of the speaker's or author's attitude in the data source (Wilkinson & Birmingham, 2003, p. 68).

After found the figurative language in the data source, the first step in the analysis was to determine the types of figurative language from Perrine's (2008) theory, such as, simile, metaphor, personification, apostrophe, synecdoche, metonymy, symbol, allegory, paradox, hyperbole, understatement, and irony. Secondly, discussed the data from each category based on Perrine's theory. The last step is to draw conclusion based on the analysis.