

## **CHAPTER III**

### **RESEARCH METHOD**

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

This Research is be conducted using descriptive qualitative method to analyze Mori Calliope Song lyric, method. In her research Rahayu (2008) mention that according to Dabbs (1982), qualitative refers to the meaning concepts, definitions, characteristics, metaphors, symbols, and description of things. Qualitative research involves the use of qualitative data, such as interviews, documents, and participant observation data, to understand and explain social phenomena. Qualitative research methods are designed to help researchers to understand the social and cultural context within which their lives. By the data above it can be concluded that Qualitative descriptive is the most suitable method to conduct this research.

#### **B. Data Collection Procedure**

By using Descriptive Qualitative semantics research approach, the writer are using the lyrics of Mori calliope 'end of a life' lyric from the internet as the data of the study. Then downloaded the Mv (music video) of the song which already has the lyric written in the video so the writer could match the lyric from internet and from the MV to find is there any difference or not.

Since the researcher lives far apart from the object of the study, and Vtuber doesn't really reveal where is the place that they live or their nationality because they are a public figure that do thing anonymously in the internet. So the researcher will do the observation method by using indirect observation, it means that the researcher only analyzes the text lyrics without any interaction with the object of the study.

### **C. Data Analysis**

After collecting the data the researcher will make a specific step to analyse the data as listed below:

- i) The data is presented in written form, specifically focusing on the song lyrics of Mori Calliope's song "End of a Life"
- ii) the next action aims to identify and categorize seven types of meaning that can be discovered within the lyrics.
- iii) Make a tabular data about seven types of meaning that already been identified within the lyrics.
- iv) Elaborates by giving detailed description and brief explanation about the final data.
- v) Making conclusion