

CHAPTER III

RESEARCH METHODOLOGY

A. Research design

To fulfill the above aims, qualitative descriptive method has been chosen for this research and the type is library research method. The use of this type is to get some references related to the subject matter. This library research was very important. Berg (1989, p. 2) assumes that “qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things”. So, in this case, the researcher made deeper analysis about the definition, description the meaning of rhetorical devices, particularly which were used in soundtracks on *La La Land* Movie.

Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, “descriptive research may be characterised as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be”. (Ethridge, 2004, p. 24)

The data were in the form of complete description and identification of words, phrases or sentences that use rhetorical

devices. Data collection and data analysis are the most crucial procedures in this research. Data are mediated through this human instrument, rather than through inventories, questionnaires or machines. It means that the data in this research is not derived from someone's inventories, questionnaires from respondent or machines, but it comes from poetic lyric in the particular songs that are produced by human instrument.

The researcher will collect the soundtrack lyrics and analyze it based on the theory of rhetorical devices and library research. After that the researcher will get the result.

B. Subject and Object of the Research

To get better understanding about subject and object of the research, both will be discussed here.

1. Subject

Subject of this research is soundtrack on *La La Land* Movie

2. Object of Research.

The object of this research is rhetorical devices used in the soundtrack on *La La Land* Movie.

C. Data and Sources of Data

1. Data

- a. This data of this research is document all written resources that are related to the primary and secondary data. Data of

this study, form of word, phrase and sentence in every stanza in soundtrack lyrics of *La La Land* Movie that used rhetorical devices.

2. Sources of Data

Sources of data in this research are 6 soundtracks on *La La Land* Movie.

1. Another day of sun.
2. Someone in the crowd.
3. Lovely night.
4. City of stars.
5. Start of fire.
6. The fool who dream.

D. Data collection

The idea of qualitative research is to purposefully select informant (or documents or visual material) that will be the best answer for the research questions. Cresswell (1994, p. 148) argues that “the data collection procedures in qualitative research involve four basic types; observation, interviews, documentations and visual images”.

1. Reading

Reading is activity to read the whole text. In this step the researcher did not read the text just once, in fact, the

researcher will read the text more than once in order to understand an implied meaning and to identify carefully the using of rhetorical devices in those song lyrics. To analyze the text the researcher observed words, phrases and sentences carefully to comprehend the context and meaning in those soundtrack lyrics.

2. Identifying

The second step is identifying. Identifying is a process to give a sign in the text and to differentiate whether it is required data or not. To differentiate the data, the researcher will underlined and numbered the words, phrase, and sentences in the text that use rhetorical devices

3. Listing

Listing is a process to separate the data. To separate the data, the researcher have made list of data into certain form in order to make it easier to be analyzed

4. Classifying

The next step in collecting the data is classifying. Classifying is an activity to classify all data into their category or classification based on Holman theory. The researcher classified the data and then classified them into

each item. Identifying the data as rhetorical devices and then classified them into each category.

5. Reporting

Reporting is an activity to report the data that are taken from the text in a table. All the data, which were taken from the text, were found in a list.

E. Data analysis

The procedure of data analysis will be based on Berg's statement, he states that "in analysis, researcher examines artifacts of social communications. Typically, these are written documents of transcriptions of recorded verbal communications. Broadly defined, however, content analysis is any technique for making inferences by systematic and objective identifying special characteristics of messages" (Berg 1989, p. 106).

1. Displaying

Displaying is the writer's activity to expose the analyzed data into certain form. This step is necessary to do, because it helps the reader to understand, especially in understanding and answering the questions that made by the writer. It is necessary to show how often the rhetorical devices are used. To point out the rhetorical devices that are used, the researcher will make table.

2. Explaining

Explaining is an activity to explain the data that are taken from soundtrack lyrics on *La La Land* movie. In explaining process, the researcher explain the definition, description the function of rhetorical devices in soundtrack lyrics on *La La Land* movie.

3. Interpreting

Interpreting is an activity to interpret the data using certain words. Interpreting is the most important step in this procedure since this study focuses in descriptive analysis. In interpreting the data, the researcher demanded to use ability to analyze and interpret data based on their classification to get descriptive result.

4. Describing

Describing is an activity to describe the function of rhetorical devices in soundtrack on *La La Land* movie as well as implied meaning in those soundtrack lyrics. Describing is the most important step in this procedure since the study focuses on descriptive analysis of song.

