

CHAPTER III

RESEARCH METHOD

The research design, data source, research instrument, data collecting technique, data credibility and dependability, and data analysis technique are discussed in this chapter.

A. Research Design

In this study, the researcher used Descriptive Qualitative research design. Jacobs (2010), Achmadi and Narbuko (2004) Described descriptive research is the study of the nature, incidence, or distribution of variables; it entails describing but not manipulating variables, it is used to answer and resolve recent phenomena by presenting, analysing, and interpreting data. Meanwhile, Qualitative research designs focus on data collection, analysis, and writing, but they originate out of disciplines and flow throughout the process of research (Harrison, 2000).

As a result, the goal of the study is to discover the patriarchy ideology in Taylor Swift's songs. The researcher determined that the descriptive qualitative research design was appropriate to be used in the research, mainly in analyzing the lyrics of Taylor Swift's songs that contain patriarchy ideology.

B. Time of Research

The researcher determined the research time to ensure that it was successful and efficient. A time table is as important for researchers as a research schedule. As a result, all of the research steps and procedures could be completed in a systematic manner. In October of 2022, the researcher began

writing the proposal. The report was scheduled to run through June 2023. The following table shows the duration of the research:

Table 3.1 Time of the Research

NO	Activity	Months									
		9	10	11	12	1	2	3	4	5	6
1	Research preparation	■									
2	Research proposal writing		■	■	■	■					
3	Proposal Seminar				■						
4	Research Approval					■					
5	Gathering the data						■	■	■		
6	Analazing research data									■	■
7	Completion of the final thesis										■
8	Thesis examination										■

C. Data Source

1. Main Data Source

Table 3.2 List of Taylor Swift's Album

No	Title of Album	Date release	References
1	Lover	23 August 2019	Taylor Swift's YouTube
2	Folklore	24 July	Taylor Swift's YouTube
3	Evermore	11 December 2020	Taylor Swift's YouTube
4	Fearless (Taylor's Version)	9 April 2021	Taylor Swift's YouTube
5	Red (Taylor's Version)	12 November 2021	Taylor Swift's YouTube
6	Midnight	21 October 2022	Taylor Swift's YouTube

The primary data source for this study came from the song lyrics document in Taylor Swift's album, which the researcher documented as an audio-shaped research in Taylor Swift's music album.

2. Secondary Data Source

The secondary data in this research comes in the form lyrics information in music album that have been loaded in various media, books, e-books, e-journals, video from YouTube and articles so that it can be used as a reference allowance in this research.

D. Research Instruments

1. The Researcher

Researcher is one of the instruments used in research. The researcher, as an instrument of data analysis, investigates and needs to reflect on meaning of the data.

2. Spotify and Recorder.

Official music platforms such as Spotify provide access to music audio online and also recorder to record Taylor Swift's songs to listen it without mobile data or offline.

3. Note Taking/ Field Note

A tool used to summarize and describe all information received during observation or data collection and record it all. The data is arranged in tabular form.

Description :

- V : Violence
- DB : Double Burden
- S : Stereotype
- O : Objectification
- Dom : Domination
- Sub : Subordination
- M : Marginalization

CODE : Number Album.Kinds of Patriarchy.Title Album_Title of Songs

Table 3.3. Table of Instrument of the Research

NO	CODE	KINDS OF PATRIARCHY								LYRICS	ANALYSIS
		D o m	S u b	M	D i s	V	D B	S	O		

4. Lyric Document

The researcher search lyrics of the songs in online platforms in forms document or pdf for further analysis.

E. Data Collecting Technique

The collecting data technique is used to obtain the information required to support the research objectives. Observation and Document Analysis are used in this study.

1. Observation

Harrison (2000) stated qualitative observation is when a researcher conducts a qualitative observation, he or she takes field notes on the behaviour and activities of individuals at the research site. In these field notes, the researcher records activities at the research site in an unstructured or semi structured manner (using some prior questions that the inquirer wants to know).

2. Document/Content Analysis

Document or content analysis is the process of focusing on and interpreting recorded material in order to learn about human behaviour.

Public records, textbooks, letters, films, tapes, diaries, themes, reports, or other documents may be used (Andriani, 2016).

The following are the collecting data steps:

1. Listen Taylor Swift song's through Spotify music application;
2. Use the internet to look up for the songs lyric;
3. Pay attention to the lyrics of the songs and make the selection;
4. Determine the patriarchy ideology in the song's lyrics

F. Data Credibility & Dependability

The techniques used to examine the data must be explained by the researcher. The researcher also choses techniques which are appropriate and feasible for use in the research. The researcher use credibility and dependability to assess the validity of data. A validator with the following credentials will verify the data:

1. Has completed a stratum 2-level course in English.
2. Understand with discourse analysis.
3. Willing to participate in research.

Credibility refers to assume in the accuracy of data as well as analysis of data (Polit & Beck, 2013: 492). Dependability is a method of making data collected coherent by using such types of variation to obtain dependability data. Dependability indicates the stability (reliability) of data over time and under various situations (Polit & Beck, 2013: 492).

In this research, researcher employed several triangulations, including theoretical triangulation, method triangulation, and data source triangulation.

First in theory triangulation, the researcher compared the research results with the theory used. The theory used is Fairclough's theory. Second, in triangulation method, the researcher will use a documentary technique. Third, in data source triangulation, the researcher will use the main data source that has been taken from the song lyrics document (audio). In addition, the researcher also used the secondary data that comes in the form of song lyrics information, books, e-books, e-journals, and articles.

G. Data Analysis Technique

To obtain data from six albums, the researcher have to work through several procedures. A qualitative researcher must also arrange, categorize, or code a huge amount of data so that it may be reported and analyzed (Hitchcock, 2010). He also explains that data analysis in qualitative research is a time-consuming and difficult process because the researcher typically has to examine and interpret massive amounts of field notes, interview transcripts, audio recordings, video data, reflections, or information from documents.

Miles & Huberman (1984), define analysis as consisting as three current flows of activity that is data reduction, data display, and conclusion drawing. In this research, the researcher used Miles and Huberman's theory in analyzing the data, as follows:

1. Data Reducing

In this study, data reduction is one of the first phases in data analysis. Miles & Huberman (1984) defines data reduction as the process of selecting, focussing, reducing, abstracting, and reducing data

in a written up field note or transcript. The data in this research is in the form of audio and transcription of Taylor Swift's most recent five-year album. According to Miles' theory, in this step, the researcher first analyzes the data by carefully listening to each song and checking the data by reading the lyrics to see the context.

The researcher then selected Taylor Swift lyrics that contain patriarchy to analyze. The researcher then categorizes the data based on patriarchy's eight categories, which are Domination, Subordination, Marginalization, Discrimination, Violence, Double Burden, Stereotype, and Objectification. The researcher also takes notes on the theories and patriarchy discovered in the lyrics of Taylor Swift albums from 2018 to 2022 and creates summaries to make evaluating the data and continuing forward easier.

2. Data Display

The second step is to present the data. Miles & Huberman (1984) defines display as an organized, compressed assembly of information that allows for conclusion drawing and action. In this step, the researcher demonstrates or exhibits the data that incorporates Patriarchy concerns, not only broadly but directly and clearly. The researcher demonstrates which words or lyrics contain patriarchy, what types of patriarchy are included in the lyrics, why it is classified as patriarchy, and then extracts the meaning of the patriarchy found in Taylor Swift's albums from 2018 to 2022.

3. Conclusion Drawing

After completing data reduction and data display, the final phase in this research's data analysis is making conclusions. Final conclusions may not arise until data collection is complete. In this step, the researcher draws conclusions about the research findings based on the research problem.

