

CHAPTER III

RESEARCH METHOD

This chapter discusses the research design, data source, research instrument, data collecting technique, data credibility & dependability, and data analysis technique.

A. Research Design

In this study, the researcher is using a critical analysis approach. In this research, the media was used to exert community control. The goal of critical discourse analysis is to shed some light upon this linguistic-discursive aspect of delayed social and cultural phenomena as well as change processes (Jorgensen & Phillips, 2002: 61). The focus of the study is been critically determined by researcher in order to gain an understanding of the message and the values to be conveyed or contained in the lyrics of BTS songs on the *BE* music album.

B. Data Source

1. Main Data Source

The main data source of this research was taken from the song lyrics document in the *BE* music album (Audio), which was documented by the researcher as an audio-shaped research in the *BE* music album.

2. Secondary Data Source

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

C. Research Instrument

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. Documentation of Song Lyrics

Song lyrics documentation is accessible on the internet.

3. JOOX

Official music platforms such as JOOX provide access to music audio.

4. YouTube

The main song from the BE album has music videos available on the YouTube platform.

5. Note Taking

The practice of writing down or documenting important points of information is considered as taking notes. The internet is the source of the information that researcher are using.

D. Data Collecting Technique

The collecting data technique is used to obtain the information required to support the research objectives. The information was gathered through the use of a documentary technique. A documentary technique is the method used for the research to gather data through the use of documents. The following are the collecting data steps: (1) Listen to music from BE album through JOOX music application; (2) Watched the music video of the main song on YouTube; (3) Use

the internet to look up song lyrics text; (4) Pay attention to the lyrics of each song and make the selections; (5) Determine the moral message in the song's lyrics.

E. Data Credibility & Dependability

The techniques used to examine the data must be explained by the researcher. The researcher also chose techniques that were appropriate and feasible for use in the research. The researcher use credibility and dependability to assess the validity of data.

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.

1. In theory triangulation, the researcher compared the research results with the theory used. The theory used is Barthes' theory and Dewey's theory.
2. In triangulation method, the researcher used a documentary technique.
3. In data source triangulation, the researcher used 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.

F. Data Analysis Technique

The data in this research is analyzed using Spradley analysis (1980).

1. Domain Analysis

Domain analysis is the process of gaining a broad and in-depth knowledge of the research object or situation under consideration. The following table was used to present the data in this study.

Table 3.1 Domain Analysis

| No | Album BE | Co-text | Research Focus |
|------|----------|---------|----------------|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| Etc. | | | |

2. Taxonomic Analysis

To determine the internal structure of taxonomic analysis, which describes the selected domains in greater detail. The domains were divided into Barthes semiotic categories and moral message categories by the researcher.

Table 3.2 Taxonomic Analysis

| No. | Domain | Barthes Semiotic Category | | Σ | Moral Message Category | | | Σ |
|-------|--------|---------------------------|----|----------|------------------------|----|----|----------|
| | | DT | CT | | HM | SM | RM | |
| 1. | | | | | | | | |
| 2. | | | | | | | | |
| 3. | | | | | | | | |
| Etc. | | | | | | | | |
| TOTAL | | | | | | | | |

Note

DT: Denotation

CT: Connotation

HM: Habitual Moral Message

SM: Social Moral Message

RM: Religious Moral Message

3. Componential Analysis

Componential analysis is the investigation for ways to identify among included aspects in every domain. The researcher has been shown the domain and taxonomy analysis data along with an explanation of elements of subject in the research.

