CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Method of Research

In conducting this research, I used descriptive method to describe about the metaphor and its meaning that involve in Bruno Mars’ songs. Whitney states in Hudayat (1985:63-65) “Metode deskriptif adalah pencarfan fakta dengan interpretasi yang tepat”.

3.2 Source of Data

The source of the data is taken from 2 albums of Bruno Mars’ songs consist of Doo-Wops & Hooligans and It’s Better If You Don’t Understand album which focuses on metaphors. Two albums above in 2010 and there are 20 songs of Bruno Mars’ albums but, in this research I just take 5 songs it consist of 3 songs in first album and 2 songs in the second albums.

3.3 Technique of Collecting the Data

The technique in collecting the data in this research is document review. I will take 5 songs of Bruno Mars from album Doo-Wops & Hooligans and It’s better if you don’t understand. I take other reference from the internet such as theory about kinds of metaphors, songs of Bruno Mars and the biography of the author in this research as the main object of study is “metaphor”.
3.4 Technique of Analyzing the Data

According to Leech (1974:133) in semantic analysis use three system, it consist of predication, cluster, and features.

1. Firstly is call predication. Predication is the unit which corresponds roughly to a sentence, and to which questions concerning truth and falsehood relate included assertions, questions, and commands.

2. Secondly called cluster. Cluster is the unit which marks the upper limit of componential analysis and which corresponds roughly to a word or phrase in syntax. The relation between cluster and reality called denotation. The cluster is the unit of language which has the property of referring.

3. Features (components)

While predication analysis divided into argument and predicate:

By using technique which suggested above, I analyze the data by predication and then cluster and I use the steps below:

1. Identification

This step as my media to identify the arguments (as the components of predication) and the predicate which will identify into the cluster as the next action of identification.

2. Cluster
In this step, I classify the cluster into the kinds of Metaphors to find the metaphors inside the lyrics.

3. Interpretation

By this step I interpret all result of kinds of metaphors in lyrics of Bruno Mars’ songs and the object will be explained in descriptive method.

3.5 Approach

In this research, I use semantic approach because this research concern with implied meaning which used. According to Pulman (2011) “semantic is the study of the meaning of word and sentences”. The term meaning can be used in a variety of ways, and only some of these correspond to the usual understanding of the scope of linguistic or computational semantics”. It can be concluded that semantic approach is a kind of approach to interpret the meaning used, in this case metaphor in some of Bruno Mars’s songs. By using this approach we can make or build a sense of hidden meaning of words of the song in the truth or real meaning.