

CHAPTER III RESEARCH METHOD

Based on Chapter II, In the Chapter III, the researcher used two processes related to the two Critical Discourse Analyses proposed by Fairclough. The first step is the description stage of text analysis, which involves examining the context and concentrating on both practice discursive and socio-cultural practice. The description stage of text analysis is the second phase. The researcher also used the Appraisal theory, which was put out by Martin and White, to examine the text's evaluation utilizing three primary subsystems: attitude, graduation, and engagement. The researcher also added sources to support the research. Among them:

1. Research Approach and Type

a. Approach

In this study, the researcher used descriptive qualitative research. Sulistyono (2006) argues that qualitative research is related to the beliefs, opinions, perceptions, or ideas of a person under study, and all of that cannot be measured by numbers. Qualitative research is concerned with developing explanations of social phenomena (Hancock, 2009). Based on the above statement, the term “explanation” refers to explaining. Based on the descriptive qualitative approach used in this study, the literature review raised is also relevant because all previous studies used verbal data in the form of song lyrics and used Critical Discourse Analysis in analyzing the data, the researcher will categorize as verbal data in the form of words and

letters that will be analyzed from the lyrics of the song “*A Little Piece Of Heaven*” in the form of documents. The researcher uses documentation to collect data.

In analyzing the data, the researcher applies Appraisal Theory Martin and White (2005) to examine the text's evaluation utilizing three primary subsystems: attitude, graduation, and engagement. Applying this theory, the researcher took data from song lyrics and analyzed words based on the categories of attitude, graduation, and engagement, and marked them with a number code.

b. Type

This research uses a type of research in the category of document research. In this type of document research, the researcher refers to the document data that will be used. In the research, the researcher will investigate several aspects, including data collection from document data (journals, articles, web blogs, and books) that have been reviewed on relevant topics. The document research category intends to analyze several documents that contain important information to assist the researcher's analysis. Conclusions are drawn from the results of data analysis and previous data collection.

2. Source Data

In this research, verbal data in the form of text documents, namely the lyrics of the song “*A Little Piece Of Heaven*” from Avenged Sevenfold. The data is a written document that will be analyzed to reveal the meaning,

discourse structure, and ideology contained therein. The song lyrics were chosen because they contain a complex relationship of violence to social ideology that is relevant for analysis using Critical Discourse Analysis.

3. Data Collection Technique

In this study, the researcher used documentation as data collection. According to Hancock (2009), documents are quality information that can be obtained from various sources. This is useful for understanding the organizational philosophy used in ethnography. The files in question can be Examples of documents, including: job descriptions, mission statements, time schedules, codes of conduct, websites, email signatures, case studies, health promotion materials, and more.

Based on the statement above, this research is suitable for using the theory above. Collecting data is quoted from several sources, including books, websites, YouTube, and important information pages from Avenged Sevenfold's official account. The researcher got a lot of data through Avenged Sevenfold's official account. The researcher downloaded all song lyrics using two languages, namely English and Indonesian. Furthermore, the researcher read and understood the meaning and ideology in the lyrics again.

4. Data analysis technique

To find research, the researcher used data analysis by the flow model of data analysis techniques from Miles (1994) which suggests that:

a. Data Reduction

In the first stage of data analysis, the researcher uses data reduction. “Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appears in written-up field notes or transcriptions.” (Miles, 1994, p. 10). This research examines the lyrics of the song “*A Little Piece of Heaven*” by collecting data from the song text itself to analyze parts that have thematic and linguistic importance according to the macro-level and micro-level structure indications. In addition, the researcher took data from fans' comments on Avenged Sevenfold's official YouTube page to reduce in search for emotional response data, and moral perception of song narrative.

From the results of data exploration, the researcher identified key themes such as death and the afterlife, gender representation, and moral dilemmas in the song's narrative. The analysis process was conducted by coding phrases related to love, death, and violence, then filtering out irrelevant data to sharpen the focus on the most representative quotes. Based on the analysis, several ideological categories emerged, namely ideologies of love and life, power and control, and morality. Preliminary conclusions show that the song lyrics reflect complex ideologies concerning emotional, ethical, and social issues, as well as showing power dynamics in intergender relations. This finding illustrates that song lyrics can function as a medium for reflection and shaping social and cultural views in society.

b. Data Display

In the second stage of data analysis, the researcher uses a data display. Miles (1994) stated that an organized, compressed assembly of information that permits conclusion drawing and action is called a display. At the data display stage, it can help the researcher understand the meaning and controversial ideology of the song. “A display is an organized, compressed assembly of information that permits conclusion drawing and action.” (Miles, 1994, p. 11). Thus, it can facilitate the researcher in taking analytical action on songs.

In this study, the researcher used a table that consisted of columns and rows for the display of textual analysis using the lyrics of the song *A Little Piece Of Heaven*. Furthermore, the table is divided into four rows where each column consists of numbers, stanzas, lyric texts, and text explanations. Then, the researcher enters the data in each part of the song lyrics in the column, the researcher can find the meaning through the song lyrics and explain it in the explanation text column. At this stage, the researcher can do one stanza after another to do research and find meaning in the lyrics of Avenged Sevenfold's *A Little Piece Of Heaven*. Based on this technique, the researcher can understand the meaning and ideology in the lyrics of Avenged Sevenfold's “*A Little Piece Of Heaven*”.

c. Conclusion Drawing Verification

The third data analysis is Conclusion drawing verification. “The meanings emerging from the data have to be tested for their plausibility, their sturdiness, their confirmability — that is, their validity” (Miles, 1994, p. 11). In this section, the researcher tries to review the findings of research by providing readers using illustrations and explanations briefly and clearly, especially regarding research analysis. The researcher concluded the research based on the previously collected data from the lyrics of Avenged Sevenfold's “*A Little Piece Of Heaven*” and fans' comments. According to what the researcher uses in Critical Discourse Analysis based on theoretical references belonging to Van Dijk (1998), defining critical discourse analysis research studies how the abuse of social power, inequality is enacted, reproduced, legitimized, and resisted by texts and talks in social and political contexts. In addition, the researcher used Fairclough's Critical Discourse Analysis (1995). it views discourse as a social practice with three dimensions: text (linguistics), discursive activity, and social practice.

This research examines the textual component attitude evaluation in song lyrics, which shows that actors use language characterized by high value, indicating assurance and dominance in relationships. By combining the two approaches, the researcher can conclude how ideology is represented in the text (song lyrics) through language structure, how the text is produced and consumed by society, how the

text reinforces the dominant social structure, and how the text becomes a collective cognition for listeners.

The researcher used the appraisal theory technique from Martin and White (2005) to find research data. Here are the steps of the research technique:

- a. Determine if a piece's aspect refers to a certain category: Affect, judgement, or appreciation on the analysis Attitude.
- b. Identify whether it includes either positive or negative characteristics in the lyric piece, and determine whether there is a positive or negative value, such as low, medium, or high, on the level in the category Graduation. To determine the value level of the word in the lyric snippet, use an online English dictionary such as Cambridge Dictionary (<https://dictionary.cambridge.org/>), Merriam-Webster Dictionary ([https:// www.merriam-webster.com/](https://www.merriam-webster.com/)), Oxford Dictionary (<https://www.oxfordlearnersdictionaries.com/>) and Collins Dictionary (<https://www.collinsdictionary.com/>)
- c. Determine whether it belongs to heterogloss or monogloss in the category of Engagement.

To collect data, the researcher use tables to determine based on the categories of attitude, graduation, and engagement, as well as the level of positive or negative values, so that the results of data analysis based on Appraisal theory can be available.