

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

The main purpose of this research is to analyze figurative language in Amy Winehouse's song that contains her depression. In this research, the writer used a qualitative method. A qualitative research method is an approach for exploring and understanding the meaning individuals or group to describe a social or human problem (Creswell, 2014).

3.2 Method of Data Collection

3.2.1. Source

The primary data source was taken from Amy Winehouse's album, *Back to Black*. In this research, the writer selected some songs from Amy Winehouse with the titles, *Rehab*, *Back to Black*, *Love is a Losing Game*, and *You Know that I am no good* as the primary data source. These songs are the top single from her album, *Back to Black*. Here are some details of the primary data source:

Artist: Amy Winehouse

Title: *Back to Black*

Genre: Pop

Year: 2010

3.2.2. Research Procedure

The data were collected from the lyrics of *Rehab*, *Back to Black*, *You Know that I'm no Good*, *Just Friends*. The writer focused on Amy Winehouse as the main subject. There were four steps taken to analyze Amy Winehouse's lyrics. This analysis involved the primary data source to be analyzed. First, the writer listened to all songs from Amy Winehouse. Then, the writer chose an album which contains Amy's personal life. The next step was to select some songs containing Amy's depression. *Rehab*, *Back to Black*, *You Know that I'm no Good*, *Just Friends* were chosen to be analyzed as a subject to this research. Then, the writer read the primary data which are the lyrics. The next step was searching for the true story behind the lyric through Amy's biography book written by Newkey-burden (2011).

3.3 Method of Data Analysis

In the research analysis, there are two types of data collection: quantitative and qualitative. The aim of qualitative research is based on human understanding and perception rather than based on numbering data and variables. In this study, the writer applied qualitative method. A qualitative method was chosen since this research interpreted and understood the meaning of the lyrics through a personal viewpoint. Capturing and observing Amy Winehouse's lyrics, the writer mainly focused on her depression. Then, the writer linked the depression with

Beck's theory of depression. Furthermore, the writer set a conclusion about the depression experienced by Amy Winehouse.

