

Chapter III Methodology

3.1 Research Design

3.1.1 Research Approach

The writer uses a combined approach, namely qualitative approach, and arts-based-research approach. This combined research approach is meant to analyze, and explore the idea of regularity in the visual and musical composition of *House of the Rising Sun*. A qualitative approach is an approach in research that has some characteristics. The characteristics of this approach are to explore, to investigate the social phenomenon, to reveal the meanings that people give to activities situations, events, or artifacts, and to build a deep understanding of some dimension of social life (Leavy, 2017, p. 9). Since the writer examines the topic above, the writer thinks that this qualitative approach is appropriate to apply. It is the depth of understanding about the visual and musical composition of the music video that this study focuses on.

Arts-based research approach (ABR) is an approach that adapts the tenets of creative arts in a particular project examined. In this study, the tenets of creative arts deal with the visual and musical composition in the music video. Art-based research approach can be applied to literary writing, music, dance, performance, visual art, film, and other artistic mediums. ABR revolves around highlighting and understanding the aesthetic, evocative, and provocative values of an artwork (Leavy, 2017, pp. 9–10).

The research genre used in this thesis is a combination of an unobtrusive method and performative practice. An unobtrusive method is the genre of qualitative approach. From the unobtrusive genre, the research method used is audiovisual analysis. Performative practice is the genre of ABR. The research method that is used in this performative genre is a music video (Leavy, 2017, p. 18).

3.1.2 Research Subject and Object

The subject matter of this thesis is the idea of regularity in visual and musical composition. The research object is *House of the Rising Sun*. It is the video music by the Animals.

3.1.3 Data Source

Data source music video:



Title	: <i>House of the Rising Sun</i>
Year Release	: 1964
Composer/ (Song	
Writer & Lyric Writer	: Traditional arr. by Alan Price
Producer	: Mickie Most
City/ Country	: United Kingdom
Duration	: 4 minutes 8 seconds

The data source of *House of the Rising Sun* was obtained on November 4, 2021. The writer receives the data from several websites such as YouTube, the official account of the Animals. The data above is accessible from the google website.

3.2 Method of Data Collection

The method of data collection is done through observation. In this case, it is the video of *House of the Rising Sun* that is closely observed. The instrument that the writer uses to collect data is a personal computer. Besides that, the writer uses Google Chrome to gather and collect data through the internet in YouTube, Google, and E-Books.

3.3. Method of Data Analysis

The method of analyzing data used is a qualitative approach by analyzing the music video. The method of analyzing the data is audiovisual analysis. The steps are:

1. The writer watched the video *House of the Rising Sun*.
2. The writer observed the opening of the video music by focusing on the images of the musician, the stage, the background of the stage, and the camera works. Besides the images, the writer also paid attention to the music focusing on the motive, phrase, and period.
3. After that, the writer continued to observe and analyze images that represent regularity and symmetry by looking at the pillars or columns on the stage background and the changes of the musician blocking in the video.
4. The writer moved to observe the genres of the video music repetitive from the motive, phrase, and period. The writer analyzed the repetition by listening attentively to the period.
5. The last one the writer analyzed was the narrative lyric of *House of the Rising Sun*. In this part, the writer interpreted that the narrative depicted someone who was imprisoned.
6. The writer concluded the analysis in the end.