

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this thesis, the writer applies qualitative research. Based on its definition, qualitative research is research that is aimed at understanding social and human problems which are based on creating a complex and holistic picture that is then shaped in such a way as to write down the views of the informants in detail and be carried out naturally (Cresswell, 2007, p. 213).

To support this qualitative research, the writer also applies library research for her data collection method. According to Mary George, library research is a data collection method that is carried out by collecting reliable and valid data that can provide an understanding of the discussion that is being carried out. The data taken must be valid so that it requires information from personal opinions or opinions of experts in the field (2006, p. 216). The main source used by the author is Taylor Swift's music video entitled *The Man*, while the secondary sources will be from journals, articles, books, and other sources on the internet.

3.2 Method of Data Collection

3.2.1 Source

The primary data material is taken from Taylor Swift's official music video, *The Man*. This song is the top single from the 7th studio album called *Lover*. The details of the primary visual data source are as follows:

Artist : Taylor Swift

Title : Taylor Swift – The Man (Official Video)

Time : 4:15

Genre : Pop

Year : 2020

3.2.2 Procedure

Analysis requires a procedure to help the writer define the steps taken. The writer's procedure follows the following steps:

1. Searching *The Man's Official Music Video* on www.youtube.com and official lyrics from Musicmatch.com
2. Watching the official music video intensely whilst investigating the issues of the double standard in the official music video *The Man*.
3. Searching for theories that could be used for this research through the internet.
4. Analyzing and interpreting the official music video by relating it to the research question mentioned before.

3.3 Method of Data Analysis

There were some steps to analyze the data of Taylor Swift's *The Man* music video. The steps were described as follows: first, the writer watched *The Man* music video from the beginning to the end. Secondly, the writer collected, captured, and took important moments / scenes from the music video. It included capturing several scenes or lyrics which had relations with the discussion of this study. The third and the last step were elaborating the collected data obtained from the music video with the secondary data on the stereotype theories. Any helpful and reliable information obtained from sources such as articles, books, journals, and any other sources found on the internet are used to support the arguments of the writer.