

## **CHAPTER III**

### **RESEARCH METHODS**

This chapter presents research design, data sources, data collection and data analysis.

#### **3.1 Research Design**

The researcher used qualitative method in this research. Creswell (2002) mentions the idea behind qualitative research is to purposefully select the participants or sites (or documents or visual material). It will best help the researcher understand the problem and the research question. Therefore, in conducting this research, the researcher used qualitative approach because the researcher analyzed the conversations between Ted Mosby and the other characters which are taken from the subtitle of the TV series “How I Met Your Mother”.

#### **3.2 Data Sources**

The data of this study were every Ted Mosby’s utterances in four episode of the sixth season of “How I Met Your Mother” which flouted the conversational maxim. The source of data were the “How I Met Your Mother” videos which are taken from DVD of the sixth season of “How I Met Your Mother”.

### 3.3 Data Collection

The data were collected by these following steps:

#### 1. Buying the DVD

The researcher bought the original DVD of the sixth season of “How I Met Your Mother” in one of the biggest DVD store in Malang.

#### 2. Watching the videos

The next step was the researcher watched all 24 episodes on the DVD of the sixth season of “How I Met Your Mother”.

#### 3. Searching the subtitles

The researcher searched all the subtitles of the episodes on the internet.

#### 4. Selecting the episodes

After watching all the episodes several times, the researcher decided to analyze only four episodes, namely “Big Days”, “Unfinished”, “Architect of Destruction”, and “Natural History” based on several reasons. First, the researcher found out that the messages or moral lessons of those seven episodes are interesting and more attached to the personal problems faced by humans in general. Then, the researcher also found out that in those episodes there were more conversations of the main character, Ted Mosby with the other characters, than in the other episodes which was make audience laugh.



### 3.4 Data Analysis

Wolcott (cited in Creswell, 2002, p. 182) says that qualitative research is fundamentally interpretive. This means that the researcher makes an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally and theoretically, stating the lessons learned, and offering further questions to be asked. Therefore, after transcribing all the videos, the researcher will begin her analysis by using the following steps:

1. Selecting the conversations between Ted Mosby and the other characters and examining the flouting of the maxims based on the audience laughter.

In this case, the researcher marks the utterances which made the audiences laughed by using symbol “\*” (star).

2. Checking whether the humour is caused by the flouting of the maxim. The researcher will re-examine again her analysis to ensure her result because, besides the flouting maxims, there are some factors which can make audience laugh, such as the character’s actions.

3. Categorizing which maxim is flouted by the character in each utterance.

The researcher will use symbol “MQL” for Maxim of Quality, “MQT” for Maxim Quantity, “MR” for Maxim of Relation and “MM” for Maxim of Manner in the end of each text.

4. Determining the reason of the flouting. The researcher has to find out why the utterances flouted the maxim.
5. Drawing conclusion and making interpretation of the results.

