**CHAPTER III**

**RESEARCH METHODS**

In this chapter the researcher explains the procedure in conducting the study. It consists of research design, data source, data collection and data analysis.

**3.1 Research Design**

In conducting this study, the researcher uses a descriptive qualitative approach. According to Ary et. al (2010, p. 424), qualitative research deals with descriptive analysis and the data are in the form of words instead of numbers. Besides, this study is also considered as the content document analysis. It is because the object being analyzed is television program. Ary et. al (2010, p. 457) states that content or document analysisis a research method applied to written or visual materials for the purpose of identifying specified characteristics and one of the materials is television programs. Moreover, in this study, the qualitative approach is used in which the researcher tries to analyze the data related to context and meaning.

According to Ary et. al (2010, p. 424) “Qualitative inquiry shows concern for context and meaning**.** It assumes that human behavior is context bound—that human experience takes its meaning from and, therefore, is inseparable from social, historical, political, and cultural influences.” That statement relates to this study which also concerns about context and meaning. The researcher tries to answer the research problems based on the theory that is exactly related to context and meaning. Furthermore, Miles and Huberman (1994, p. 1) describe the qualitative approach is about the rich description and explanation of the data. In other words, the analysis of the finding in qualitative approach has to be rich and deep. It purposes to achieve a trusted finding of the study. Finally, this study uses qualitative approach as an approach to find the credible finding for the study.

**3.2 Data Source**

The data source of this study is Sarah Sechan talk show. The episode that is used as the data source is the episode of Sarah Sechan with the guest Fitri Tropica. Meanwhile, the data of this study are the utterances uttered by the host and the guest of the show that contain flouting of maxims. The episode was aired on July 30th 2013 and featured Fitri Tropica as the guest. Fitri Tropica is an Indonesian actress and comedian. She frequently appears as a guest in Indonesian talk shows. She is famous as the guest who is comical and has a humorous personality. The episode is downloaded from the Net TV official Youtube channel “netmediatama”. It is one of the most viewed episodes on that channel ([www.youtube.com/netmediatama](http://www.youtube.com/netmediatama), 2013)

The researcher chooses that episode because there are a lot of maxims that are flouted in the show since one of the main purposes of the show is to entertain and to know more about the guest’s personal life. As a result, the host tries to hook up the guest with the unpredictable questions. Without flouting of maxims the show may be boring. Therefore, by taking the episode of Sarah Sechan with the guest Fitri Tropica, the researcher believes that that episode is appropriate and representative enough as the data source in this study. Finally, the researcher believes that the object of the study is interesting and still considered good and varied as the object of investigating flouting of maxims in a conversation.

**3.3 Data Collection**

According to Ary et. al (2010, p. 431) the next step after deciding the data source is choosing the data collection method. In collecting the data, the researcher uses these following steps:

1. Downloading the talk show of Sarah Sechan with the guest Fitri Tropica from the official Youtube channel of Net TV named “netmediatama”.

Sarah Sechan talk show is not only daily aired on Net TV but also regularly uploaded on Youtube. Netmediatama is the official channel of Net TV and it uploades all its programs including Sarah Sechan. The reason in downloading the episode from Net TV Youtube channel is since it is the official channel of the TV, the researcher believes it is the most credible and trusted source to take the data from.

1. Transcribing the utterances that are uttered by the host and the guest from the talk show.
2. Printing the transcription to make it easier to analyze.
3. Reading the transcription carefully for several times and understanding either the content or the context to find the utterances that are flouting maxims.
4. Selecting the utterances that are uttered by the host and the guest that contain flouting maxims and mark them to be easily analyzed.

**3.4 Data Analysis**

After collecting the data, the researcher analyzes the data using these following steps:

1. Identifying the data of what maxims are flouted by using the Grice’s theory of cooperative principle (1975).
2. Putting the data into table to make them easier to understand and to give more details about the data. The table is illustrated as follows:

**Table 3.1 Flouting of Maxims Based on Grice’s Theory**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Utterances** | **English Translation** | **Flouted Maxims** | | | |
| **Quantity** | **Quality** | **Relation** | **Manner** |
| 1. |  |  |  |  |  |  |
| 2. |  |  |  |  |  |  |
| 3. |  |  |  |  |  |  |

The table contains the column of the utterances containing flouting of maxims, the English translation of the utterances, and the column of the flouted maxims that is divided into four maxims using Grice’s theory of cooperative principle (1975).

1. Analyzing how the maxims are flouted in the utterances by giving the explanation about the flouted maxims, identifying the implied meaning behind the utterances and the aims of the use of flouting maxims by the host and the guests by using Cutting’s theory of context (2002).
2. Drawing conclusion of the maxims which are flouted by the host and the guest and how they are flouted in Sarah Sechan talk show.