

## CHAPTER III

### RESEARCH METHODS

This chapter describes the methods used within this study. It covers the explanation of research design, data sources, data collection and data analysis.

#### 3.1 Type of Research

This study is classified as a qualitative research. According to Berg (1989, p. 2), qualitative research refers to the meaning, concepts, definitions, characteristics, metaphor, symbols, and description of things.

Furthermore, this study is categorized as document analysis according to Ary et al (2002, p. 442) because it analyzes the script of "Ice Age 4" film.

Document analysis is a research method applied in written or visuals materials for the purpose of identifying specified characteristics of the material. The materials can be textbooks, newspapers, speeches, television programs, advertisements, musical compositions, or any of a host of other types of document.

#### 3.2 Data Source

The source of the data for this study is "Ice Age 4" film. The data are the utterances produced by the three main characters of "Ice Age 4" movie that contain Implicatures. The three main characters are Manny, Sid, and Diego.

### 3.3 Data Collection

The instrument of collecting the data in this study is the writer herself. The steps for collecting the data are described as follows:

1. The researcher watches “Ice Age 4” movie.
2. The writer downloads the script of “Ice Age 4” movie from the internet.
3. She checks the downloaded script with the conversations on the movie to see whether they are trusted/valid or not.
4. The writer selects the utterances done only by the three main characters Manny, Diego and Sid which contain implicatures by looking at the context where the utterances occur and based on the Grice theory and Yule Theory. The implicature done by those three main characters is only applied between three of them. The writer does not select the utterances that contain implicature as the data unless the implicature is applied between those three main characters.

### 3.4 Data Analysis

Miles and Huberman state in their book *Qualitative Data Analysis* (1994, p.10), that analysis as consisting of three con-current flows activity: data reduction, data display and conclusion drawing. The data analysis processes in this research is explained in the following:

#### 1. Data reduction

This step refers to the process of focusing the data that would be presented. The writer sorts the data into what only needed to analyze. The

irrelevant data will be discarded because the writer will focus only on the relevant data, it is the utterances that contain implicature.

## 2. Data Display

In displaying the data, the writer has some steps. First, the writer put all the utterances containing implicature into a table. After that, she categorizes the utterances based on the kind of implicature to answer the problem number one as proposed in the chapter one by using Grice theory.

After all of the utterances are put into the table and categorized based on the kind of implicature, the writer provides some explanation about the analysis of the data and get the intended meaning to answer the problem number two as proposed in the chapter one. The writer also provides the context in what kind of circumstance the utterances happen. To have a deeper analysis, the writer also analyses the flouted maxims of the utterances because to decide whether the utterances contain implicature or not, there must be, at least, a maxim is being flouted.

## 3. Conclusion drawing

The last step of analyzing the data, the writer draws the conclusion about the the finding dealing with implicature put in the table and the interpretation of the meaning which are given afterwards based on the objectives of the study number one and two which are to find out the kinds of implicature and to find out the intended meanings of the implicature.