

## **CHAPTER III**

### **RESEARCH METHOD**

This chapter discusses the method applied in this research. There are research design, data source, data collection and data analysis.

#### **3.1 Research Design**

This research approach belongs to qualitative ones. This research tries to describe flouting of maxims in “Waktu Indonesia Bercanda”. This study is classified as descriptive qualitative study because the method being used is based on content or document analysis. As mentioned by Ary et al (2002, p. 442) “Content analysis or document analysis is a research method applied to written or visual materials for the purpose of identify specified characteristic of the materials”. This study associated with an investigation of utterances being flouted to cause humor by all participants of Waktu Indonesia Bercanda particularly in “Vincent Desta” episode. It is aimed for investigating the real phenomenon to reveal the significances or the goals of the utterances performed in Waktu Indonesia Bercanda.

#### **3.2 Data Source**

This research data source is taken from all participants utterances which are being flouted in the four scenes of “Vincent Desta” Waktu Indonesia Bercanda’s episode. The source of the all utterances being flouted were taken from transcription of the video “Vincent Desta” episode of Waktu Indonesia Bercanda comedy program

on NET TV which was televised on 5 November 2016. The researcher focused on the utterances which caused laughter of the audiences as the data.

### **3.3 Data Collection**

Data collection is a method used to gather or collect the data. The researcher followed several steps in collecting the data, she was:

1. Downloading WIB program "VincentDesta" episode in the form of video from *youtube.com*,
2. Watching all the parts of the videos,
3. Transcribing the utterances to get maxims flouted of the utterances.

### **3.4 Data Analysis**

After collecting the data, the data needs to be analyzed in order to answer the research problems. In analyzing the data, the researcher used some steps, they were:

1. Selecting the utterances containing the flouting of maxims when the utterances cause laughter.
2. Identifying and determining the creation of humor.
3. Classifying and categorizing which maxims are flouted by the participants.
4. Drawing conclusion based on the result of discussion.