

## CHAPTER III

### RESEARCH METHOD

This chapter describes the methods that are used in this study and it covers research design, data source, data collection and data analysis.

#### 3.1 Research Design

The writer uses a qualitative approach to analyze the data. The qualitative approach deals with an analytical description because the data are collected in form of words rather than numbers or statistical data. Based on Ary et al. (2002, p. 424), in qualitative studies, the human investigator is the primary instrument to gather and analyze the data. Likewise, in this study, the writer herself become the primary instrument to collect and analyze the data.

This study is classified as document analysis because the writer used a transcription of *Pesbukers* reality show to analyse the data. Based on Ary et al. (2002, p. 442), "Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the materials." The materials which are analyzed can be from textbooks, newspapers, speeches, television programs, advertisements, musical compositions, or any of a host of other types of documents. The purpose of document analysis is also identifying and classifying the materials which in this

study are flouting maxim of relevance and face threatening acts within the *Pesbukers* reality show.

### 3.2 Data Source

In this study, the data source is the dialogue or conversation of *Pesbukers* reality show special edition “Valentine”. This episode was divided into four parts that were downloaded from [http://www.youtube.com/watch?v=N0U\\_eeHUcnug](http://www.youtube.com/watch?v=N0U_eeHUcnug), [http://www.youtube.com/watch?v=6KS\\_Cfi28](http://www.youtube.com/watch?v=6KS_Cfi28), <http://www.youtube.com/watch?v=I5U2RyChLPc>, and <http://www.youtube.com/watch?v=FdnK3UWax3I>. This reality show was produced by ANTV which is the private television and presented by five hosts, Olga Syahputra, Raffi Ahmad, Jessica Iskandar, Melaney Ricardo and Opie Kumis.

Then, the data of this study are the utterances containing flouting maxim of relevance related to face threatening act strategy produced by the hosts and the guest stars. The utterances are uttered when they took turns in conversations.

### 3.3 Data Collection

Generally, the most common data collection methods used in qualitative research are observation, interview and document analysis. Therefore, from one of many ways in collecting the data, the writer uses the document analysis that is taken from the transcription of *Pesbukers* reality show because the data are in the



written form of the utterances produced by the hosts and the guest stars of this reality show.

In the process of collecting the data, the writer did the following steps:

1. Downloading the video of *Pesbukers* from the internet.
2. Watching the video to understand the whole story and the content.
3. Listening and transcribing the whole utterances in each part.
4. Selecting and highlighting the utterances that contain flouting maxim of relevance.
5. Making a table and putting the utterances which contain flouting maxim of relevance into the table.

### 3.4 Data Analysis

According to Ary et al. (2002, p. 465), “data analysis is a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others”. In the process of analyzing the data, the writer tried to relate flouting maxim of relevance and face threatening act strategy. Each topic used different theory. Flouting maxim of relevance by Grice’s theory (1975), and face threatening act strategy by Brown and Levinson’s theory (1987).

In analyzing the data the writer used some following steps. First, the writer started the analysis by reading the utterances that contain flouting maxim of relevance produced by the hosts and the guest stars in *Pesbukers* reality show.

Second, the writer translated the utterances contain flouting maxim of relevance

into English to ease her in analyzing and explaining it. Third, the writer decided the utterances which contain flouting maxim of relevance which were categorized into face threatening act strategy used by the hosts and the guest stars. Fourth, the writer identified the meaning of the utterances that contain flouting maxim of relevance related to face threatening act strategies based on the theory of flouting maxim by Grice (1975), and theory of face threatening act by Brown and Levinson (1987). For the last step, the writer drew conclusion of this study based on the result of data analysis.

