

CHAPTER III

RESEARCH METHODS

This chapter is aimed at presenting the methodology used by the researcher in this study. It includes research design, data and data sources, data collection method, technique of data verification and data analysis.

A. Research Design

In this study the researcher used qualitative research approach because of some characteristics. First, the data of this study was in the form of words or utterances that consist of flouted maxims and implicatures performed by the characters in *Captain Phillips* movie. Second, this study used human instrument: the researcher herself as the primary instrument for data collection and data analysis. Third, the purpose of this study was to get understanding and deep information on flouting conversational maxims and the implicatures generated in *Captain Phillips* movie.

The appropriate design of the study is content or document analysis since the data was studied is in the form of utterances uttered by characters of *Captain Phillips* movie. According to Ary et al (2002:442) content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material. The materials analyzed can be textbooks, newspaper, speeches, television programs, advertisements, movies, musical compositions, or any of a host of other types of documents.

B. Data and Data Sources

The data of this study were the characters' utterances in *Captain Phillips* movie containing the flouted maxims whether maxim of quantity, maxim of quality, maxim of relation or maxim of manner.

Meanwhile the source of the data in this study was *Captain Phillips* movie transcript. This movie states in USA and use English. This movie was released on October 11, 2013 (Indonesia).

C. Data Collection Method

This study was conducted through several systematic steps of collecting the data. At first, the researcher watched and understood the story of the movie by reading the script of the movie on the screen. This step helped the researcher in understanding the dialogue of the actors. By doing this step, she could learn the context of the movie too. The next step is writing the script into written dialogue that makes it available to be analyzed. To ensure the accuracy of the transcription, she precisely rechecked and compared it with the actual dialogue in the movie. Afterwards, the researcher identified and selected chunks of utterances uttered by all characters which flouts of conversational maxims only. Finally, she systematically classified and arranged the data to be easily analysed.

D. Technique of Data Verification

Credibility in qualitative research is pertinent to the truthfulness of the research's findings. The term credibility in qualitative research is similar to internal validity in quantitative research. Guion et al (2011:1) stated that validity, in qualitative research, refers to the whether the findings of a study are true and certain. "True" in the sense that research findings accurately reflected the situation, and "certain" in the sense that research findings are

supported by the evidence. To establish and enhance credibility in a study, a method namely peer debriefing technique is used. As Ary (2002: 436) suggested that a researcher can increase the trustworthiness of the study if s/he can work with others. This strategy provides a check that the investigator is plausibly interpreting the data; that is, someone else can be asked whether the emerging results appear to be consistent with the data collected. In this study, the researcher asked an outside person who has interest and background knowledge of Grice's theory to be a debriefer to crosscheck the data obtained by the researcher concerning the flouted maxims and the implicatures performed by the characters in the movie.

Dependability of the data is strengthened by the reliability of the data. In quantitative research, reliability has to do with consistency of behaviour, or the extent to which data and findings would be similar if the study were replicated (Ary et al, 2002:502). In other words, the more times the findings of a study could be replicated, the more stable or reliable the phenomenon was thought to be. However, since this notion of reliability was problematic in qualitative study, notably social study in which people or human behaviour was never static, Lincoln and Guba (Merriam, 1995:56 original emphasis) suggested that the real question for qualitative researchers was not whether the results of one study were the same as the results of a second or third study, but whether the results of a study were consistent with the data collected. As with internal validity, in this study the strategy used to ensure for greater consistency was peer debriefing technique.

E. Data Analysis

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 present what they learned to others (Ary et al, 2002:465).

Since the study is about the flouting of conversational maxims, the researcher analyzed the data in the form of the characters' utterances based on Grice's theory about cooperative principle and conversational implicature. It is signalled by flouting one or some of the four maxims of conversational maxims those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner that indicate there is an implicature conveyed by the speaker to the addressee. To classify the flouted maxim the researcher analyzed the utterances performed by all characters one by one deeply by concerning to the context and the sequences of the dialogue among the characters occur.

The researcher used three steps in analyzing the data as suggested by Ary et al (2002), those are organizing the data, summarizing the data, and interpreting the data.

1. Organizing the data

The first step in analyzing qualitative data involved organizing the data. Bogdan and Biklen as cited by Ary (1998) suggested that the researcher could actually begin some data analysis in the field while collecting the data. In this step the researcher read the script in the movie, transcribed the movie and typed the data into good order. Then, the researcher coded all of the data which involve in flouting conversational maxims; Quantity maxim flouts, Quality maxim flouts, Relation maxim flouts and Manner maxim flouts by applying Grice's theory.

2. Summarizing the data

The next step is to summarize. Here, the researcher began to see what is in the data. The researcher examined all the entries with the same codes and then classified the data that belongs to flouting maxim of Quantity, flouting maxim of Quality, flouting maxim of Relation, and flouting maxim of Manner. Then the researcher found the relationships among the categories.

3. Interpreting the data

In interpretation, the researcher goes beyond the descriptive data to extract meaning and insight from the data. Ary (2002:470) proposed that interpreting qualitative data is difficult, because there are no set rules to follow. The quality of the interpretation depends on the background, perspective, knowledge, and theoretical orientation of the researcher, there are no statistical tests of significance to facilitate interpretation of qualitative data. Here, after the data are classified into the Quantity maxim flouts, Quality maxim flouts, Relation maxim flouts, and Manner maxim flouts, the researcher interpreted the hidden meaning behind each flouted maxim in that movie based on the context where and when the conversation took place.

4. Reporting

The last step for qualitative researcher is to write about what he or she saw, heard, and now understands about the phenomenon that was investigated. Report of qualitative inquiry of course, vary in form depending on the nature of the publication in which they appeared.