CHAPTER III

RESEARCH METHOD

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

A. Research Design

The design of this study is qualitative research since it, as Ary et al. (2010:22) points out, focuses on understanding social phenomena from the perspective of the human participants in natural settings. The phenomena, specifically language phenomena, were found out from the data in terms of words. Furthermore, as a descriptive qualitative research, the aim of the study was to provide a complete and detailed explanation or description of the results as accurately and factually as they were, offering many ideas and concepts.

The appropriate type of the study is content or document analysis since it uses text as the source of data. According to Ary et al. (2010:457), content or document analysis is a research method that is applied to written or visual materials aiming to identify specified characteristics of the material. The materials can be newspapers, television programs, advertisements, or any types of documents. Hence, content analysis is very much like an observational study but what is being observed is a text, or a film or a television program.

B. Data and Data Source

The data of this research are the utterances containing *Flouted Maxim* of all characters in Spongebob Squarepants series movies. The primary source of the data is ten episodes of Spongebob Squarepants series movies show entitled "*April Fools, Sponghenge, Rise And Shine, Bumper To Bumper, Band Geeks, Big Pink Loser, Extreme Sports, No Hat For Pat, Roller Cowards, Shanghaied*" and the transcription of the conversation. Those episodes were chosen based on the most favorable episodes of Spongebob Squarepants series movies ever by Community Support at http://spongebob.wikia.com. The shows are downloaded from www.vudu.com, www.dotsub.com, and www.dailymotion.com. The following is the detailed information of the videos:

Table 3.1. The Selected Videos

No	Episode	Name	Download Link
1.	19a	April Fools	http://www.vudu.com/movies/#!content/232743/SpongeBob-SquarePants-Fools-In-AprilNeptunes-Spatula
2.	99b	Spongehenge	http://dotsub.com/view/33bc7e8d-911d-4415-aa32-7025fbfdc0fc
3.	83a	Rise And Shine	http://www.vudu.com/movies/#!content/318505/SpongeBob-SquarePants-Rise-and-Shine-WaitingFungus-Among-Us
4.	S10E13	Bumper To Bumper	https://www.dailymotion.com/video/x56h2gd
5.	14b	Band Geeks	https://www.dailymotion.com/video/x60osia
6.	205	Big Pink Loser	https://www.dailymotion.com/video/x60orow
7.	S10E10	Extreme Sports	https://www.dailymotion.com/video/x

			6pd25l
8.	528	No Hat For Pat	https://www.dailymotion.com/video/x6v054s
9.	S05E16	Roller Cowards	https://www.dailymotion.com/video/x6pd72f
10.	S02E19	Shanghaied	https://www.dailymotion.com/video/x60os93

C. Technique of Data Collection

The study was conducted through several systematic steps of collecting the data. At very first, he gathered the information from the official website Spongebob Squarepants series movies at www.spongebob.nick.com. The next step was to take videos by downloading them from free video provider www.vudu.com. Then, he collected the transcription from the same site providing the videos. To make sure the transcription was accurate; he then played and checked the videos and the transcription over time. Finally, he systematically classified and analyzed the data of the flouts.

D. Technique of Data Verification

In order to verify the data, the writer used Audit Trail method that the document containing all information was included in detail on Appendices. It contained the full length of the transcript of every episode of the Spongebob Squarepants series movie show and draft analysis.

E. Technique of Data Analysis

After the writer felt the information was adequate that the transcription was accurate he then used the following procedures done through a close

reading on the transcription of utterances and an observation on the transcription of dialogues or utterances and so forth. This indicated that he stepped on the method of data analysis proposed by Ary et al (2010:481) including several procedures of familiarizing and organizing, coding and reducing, and interpreting and representing. The process and analysis of the data is explained below:

1. **Familiarizing and Organizing**

   After the form of transcription had been made and had been sure that the transcription represents the conversation, he read the whole text carefully in several times. He tried to go into the situation of the conversation happening. He also tried to read what the creative team intended to expect the addressee to act. In addition, he played back the video over time within and without the transcription to understand visually the situation to each piece of conversation happens. He then sorted the data according to the type of maxim which is flouted.

2. **Coding and Reducing**

   He started to go deeper on the analysis in which the flouted maxim appears by looking upon the theory of Cooperative Principles. That's whenever the conversation became harsh. He pointed out by giving underline to each piece of incorporation on conversation goes to happen. He collected all the findings in order and classifies them. He also reduced the unnecessary items on conversation such as idiotic action.

3. Interpreting and Representing

It was the final process of analyzing the data which would be cultivated by the Theory of Cooperative Principle in the framework of flout. By all the data collected, he theoretically tried to answer and interpret the phenomena concerning question *by whom* and *in what context* the flout happens. The interpretation of the data and findings is presented on Chapter IV.