CHAPTER III

RESEARCH METHOD

This chapter is presented to give a clear picture of what the writer do in this research, specially analyzing conversational implicature. This chapter describes the methodology that is used in this study.

3.1 Research Design

According to Gay L.R. (1992:7), research is the formal systematic application of the scientific method to the study problems. It is also a systematic process of collecting and logically analyzing information data for some purposes. Based on J. Millan (1993:66) there are two kinds of research: qualitative research and quantitative research. In qualitative research, the data are presented in words or pictures because in has natural setting as the direct source data. And in quantitative research, the data are presented with numbers.

Bodgan and Biklen (1982:27) stated that qualitative research are descriptive data, the data collected is in the form of words or pictures rather than numbers. In this research, the researcher used library study as the design of research which is applied descriptive qualitative method. Qualitative research has the natural setting as the direct source and the researcher is the key instrument. Qualitative method is used because of four reasons based on Bogdan and Biklen's characteristics (1982:88) that is: 1) naturalistic which the key instrument is the researcher, 2) the data about utterances that are spoken by the characters of the movie is in form of

words rather than numbers, 3) concerning with process rather than simply with outcomes or product, 4) analyzing the data inductively.

Nawawi (1993) stated that descriptive method used to mean as procedure of problem-solving which investigated by figures/ depict subject situation/ research object (someone, institute, society, etc) at the present based on observable fact or as it were mark sense. This research used descriptive method in order to reveal the idea of the subject of the study and presented the data in the form of description of the phenomenon.

In this research, library research is the research commited by identifying present knowledge in documents (source, reference, books, or othe research results) for supporting the research. Therefore, the library research is used by researcher because in this research, the researcher got the source from the movie to get framework theory that become a cornerstone in this research. In this research is not just compiling about a topic, but also about discovering new ideas, actively thinking and working with them. The researcher would analyze the data in the form of conversational implicature in the "Titanic" movie script. This research design used descriptive qualitative in the library research which aims at describing phenomenon of human and social behavior.

3.2 Subject of The Study

Arikunto (2006:118) stated that the data is all facts and numbers which can become material to arrange information. Data source (Arikunto 2006:129) is subject in where the data can be obtained. According to Donald (2002:425), in qualitative

research the data collected are subject's experience and subject's perspective. Qualitative researcher attempts to arrive at a rich description of people, events, places, conversations, and so on. The researcher in this study gets the data from the data source as the research data in the form of conversational implicatures.

The data of this research are the conversational implicatures performed by the main characters (Jack and Rose) in "Titanic" movie script. And the data source is the movie that is the scenario written by James Cameron. The duration of this film is 3 hours and 15 minutes. It was first published in 1997 and directed by James Cameron. The researcher assumes and believes that the movie script contain the conversational implicature which the data are needed to do this research.

3.3 Technique of Data Collection

The data about the utterances produced by the characters in "Titanic" movie containing conversational implicatures are collected through documentation. The documentation is intended to obtain data directly from movie script, notes, or even the pictures in "Titanic" movie. The most appropriate instrument is the researcher herself. The research object of documentary technique is human being. It deals with document and recording of the character's attitude and the style to convey the message in the conversation.

Arikunto (2006) stated that the documentary technique technique is used to collect data based on transcripts, books, newspapers, magazine, agenda, etc. and in this study, the researcher uses documentary technique to collect the data about the

utterances in the conversations used by the main characters in "Titanic" movie script.

According to Ary (2002), qualitative research may also use written documents to gain an understanding of the phenomenon under the study. These documents may be personal, such as autobiographies, diaries, letters official, such as files, reports that have been prepared by observer of an event or setting; or document of popular culture, such as books, films, and videos.

To collect the data, the researcher takes the following stages:

1. Watching the movie "Titanic" repeatedly until the researcher gets a complete understanding of the movie script well.

2. Repeat the watching of the movie in case the researcher has not missed the important information.

3. While watching, the researcher is finding and selecting the conversational implicatures from the movie by analyzing the words that have been pronounced and combining them with the analysis from the moviescript. And then, classifying into the types of conversational implicature, flouting or violating, and finding out the data related to the theory.

3.4 Technique of Data Verification

In qualitative research, credibility and dependability have an important role for establishing the authenticity and trustworthness of study. According to Ary (2010:498) credibility in qualitative research involves how well the researcher has

established confidence in the findings based on the research design, participants, and context, while dependability is consistency of the study which is viewed as the extent to which variation can be explained or tracked.

Ary et.al (2010:498) stated that there are five primary strategies: structural collaboration, consensus, referential or interpretative adequancy, theoretical adequancy, and control of bias. In this research, the strategy used to investigate the trustworthness of data is evidence based on consensus: peer debriefing and theoretical adequancy: theory traingulation.

1. Peer Debriefing

In peer debriefing, the researcher will provide the raw of data along with the researcher's interpretation and explanation. The discussion then determined whether the reviewers consider the interpretation to be reasonable or not. The reviewers whom researcher will propose are three students of English Departments to examine the accuracy of the research findings of the first research problem. The researcher look for the other researchers to be a debriefer with the certain criterion. They are chosen for some considerations:

a. The researchers who are in the same grade with the researcher and has passed the Pragmatics course in the fifth semester.

b. The researchers who have the same background knowledge,

c. The researchers who have anxiety to the literary research especially movie.

d. The reseachers who have been conducted the movie research.

e. The reseachers who have same interest in conducting a research about Pragmatics.

2. Theory Triangulation

Theory triangulation is used to check the accuracy of the research findings of second research question. The theories are the theory of conversational implicature by H. P. Grice and the theory of maxim by George Yule. There are some strategies to investigate dependability or trustworthness. According to Ary (2010:502), those strategies are using an audit trail, replication logic, step-wise replication, code-recoding, inter-rater comparison, and triangulation.

In this study, the strategy used to check the dependability is coding agreement which consist of intra-rater and inter-rater agreement. Inter-rater method is the code-recode strategy (Ary et.al 2010:503) in which the steps are: first, the researcher codes the data, left the analysis for a period time, and then comes back and recodes the data and compares the two sets of material. Moreover, since the researcher uses the strategy of peer debriefing, she also asks them as the inter-rater or inter-observer to assess dependability.

3.5 Data Analysis

Data analysis based on Hamid Darmadi (2011:257) is the part which consist of the process of data reduction which the final of this part is going to

conclude the data. To collected data obtained from the result of interview, documentation and observation are analyzed to draw conclusions. Ary et al (2010:481) state that data analysis in qualitative research is difficult process because field notes, interview transcripts, audio recordings, video data, reflections, or information from documents, all of which must be examined and interpreted.

Data analysis is happened after getting data from sample pass through instrument and will used to answer the problem in the research or to examine hypothesis that suggested through data presentation. The purpose of data analysis is summarizing and simplifying the data in order to interpret and draw a conclusion. Ary et al (2010:481) state that analysis involves reducing and organizing the data, unite, searching for significant what is important. The researcher must organize what he or she has seen, heard, and read and try to make sense of it in order to create explanations, develop theories, or send new questions.

In this research, researcher used qualitative data analysis. In analyzing the collect data, the researcher applied the steps of qualitative data analysis proposed by Miles and Huberman (1984) namely: data reduction, data display and conclusion drawing/verification.

1. Data reduction

Data reduction is the process of reducing the data occurring repeatedly. Data reduction is the process of selecting, focusing on the important things, simplifying, abstracting and transforming the data that appear in transcription. In this research, the researcher reduced the data that had been taken from the field which had no relation with research problem.

In this research, the data were collected from the conversational implicatures in the conversation between Jack and Rose as the main characters in the set of dialogues in "Titanic" movie.

2. Data Display

After data reduction, the next step in analyzing the data is data display. With data display, it will make easy to understand what is happening. According Miles and Huberman (1984) looking at displays help us to understand what is happening and to do something-further analysis or caution on that understanding (in Sugiono, 2010:341). Data display itself is the process of showing data simply in the form of words, sentence, narrative, table, and graphic in order to the research mastered in the data collected as the basic of taking appropriate conclusion. Miles and Huberman (1984) state that "the most frequent from of display data for qualitative research data in the past has been narrative text" (in Sugiono, 2010: 341). In this study, the researcher used essay in displaying the data, because it was most common data display used in qualitative research. In this research, the researcher finding out the data from the information that the researcher got in the "Titanic" movie those are the types of conversational implicature and flouting or violating the maxims.

3. Conclusion and verification

This is the last step of qualitative data analysis according Miles and Huberman is conclusion drawing and verification. The first conclusion is still temporary conclusion and will able to change if doesn't found strong proofs

that advocate on obtained stage for the next. But, if the conclusion that explained on beginning stage, and be supported by valid and consistent proof when researcher obtained the data in the field, so that conclusion is credible. The conclusion in qualitative research is a new discovery that can be an answer of the research problem. The conclusion is in the form of description of the object of this study. Finally, in this step the researcher got the result and conclusion of the research.

Step in analyzing data in this research were: 1) the researcher collected the data through interview, observation and documentation. Then, researcher selected by referring to formulation of the research problems in the study, 2) after collecting and reducing the data, the researcher displayed those transcript data in the form of narrative. Finally, in this step the researcher could get the result and conclusion of the research in the form description of the subject of this study.