# CHAPTER III

# RESEARCH METHOD

This chapter discusses how the research is done. It covers the research design, data and data sources, technique of data collection, technique of data verification, data analysis, and data coding.

## A. Research Design

This study is designed to obtain the answers related to non-observance of maxims of Cooperative Principle performed by personnel of Barden Bellas in *Pitch Perfect 2* movie. Concerning this statement, the design used is descriptive qualitative. Qualitative research is done in order to explore and understand the meaning of individuals or groups raised from social or human problems in which the researcher in qualitative method has a role as the key instrument (Tracy, 2013:25). The data of this research then stated by words, phrases, and the shape of an explanation that describes the situation, process or a particular event. Furthermore, the approach used in this study is content analysis.

The analysis of this study was done inductively, through some investigation and ended by analysis and conclusion. According to Tracy (2013:21), inductive research or a bottom-up approach refers to meanings that emerge from the field. She (2013:22) explained that this approach is done by: "first, begin with observing specific interactions; second, conceptualize general patterns from the observation; third, make tentative claims (that are then re-examined in the field); and the last is draw conclusions that build theory".

**B. Data and Data Sources**

The data of this study were the utterances of personnel of Barden Bellas containing the non-observance maxim of Cooperative Principle in *Pitch Perfect 2* movie in which personnel of Barden Bellas consists of ten women. They are Beca, Fat Amy, Chloe, Flo, Lilly, Stacie, Cynthia Rose, Jessica, and Ashley with a new personnel called as Legacy named Emily. While the source of data was the transcript of *Pitch Perfect 2* movie.

The subjects were selected for the consideration that based on the preliminary observation has been done by the researcher, Beca Mitchell and the other personnel of Barden Bellas who become the main focus actresses of *Pitch Perfect 2* movie have an important role during the plot. Besides, from the utterances they delivered, using English, they sometimes fail to fulfill the maxim of cooperative principle. Hence, selecting these subjects as the source of data was very helpful since the topic being investigated was about the non-observance maxims of Cooperative Principle.

**C. Technique of Data Collection**

There are several techniques in collecting data. Creswell (2012:239-240) explained the types of qualitative forms of data can be seen when they are placed into some categories: observations, interviews and questionnaires, documents, and audiovisual materials. Based on these classifications, the type

of data in this study belongs to documentation since the source of the data is taken from the transcript of a movie.

In collecting the data, the writer toke some steps as follows:

1. The researcher downloaded the English transcript of *Pitch Perfect 2* movie from https://isubtitles.net/pitch-perfect-2/english-subtitles/828224 on October 12, 2016.

2. The researcher watched and coded the utterances of the personnel of Barden Bella based on the classification as explained in the review of related literature (Chapter II).

3. The researcher interpreted the hidden meaning of utterances performed by personnel of the Barden Bellas containing non-observance maxims of Cooperative Principle by analyzing the situational context that occurred and the Illocutionary Act behind them.

The instrument of this study was researcher herself. It means that the researcher was directly involved in collecting, identifying, analyzing, and interpreting the data.

### D. Technique of Data Verification

In qualitative research, credibility and dependability have an important role for establishing the authenticity and trustworthiness of a study. According to Ary et.al (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.

There are some strategies to check the credibility of a study. Ary et.al. (2010:498) stated that there are five primary strategies: structural corroboration, consensus, referential or interpretive adequacy, theoretical adequacy, and control of bias. In this study, the strategy used to investigate the trustworthiness of data was evidence based on consensus: peer debriefing and theoretical adequacy: theory triangulation.

1. Peer Debriefing

In peer debriefing, the researcher would provide the raw of data along with the researcher's interpretation and explanation. The discussions then determined whether the reviewers considered the interpretation to be reasonable or not. The reviewers whom researcher proposed were two students of English Departments to examine the accuracy of the research findings of the first research problem. They were chosen for some considerations: they were in the same grade with the researcher who have passed the Pragmatics course in the sixth semester; and they have the same interest in conducting a research about linguistics.

2. Theory Triangulation

Theory triangulation is used to check the accuracy of the research findings of the second research question. The theories are: theory of situational context; and theory of illocutionary act by Searle.

There are some strategies to investigate dependability or trustworthiness. According to Ary et.al. (2010:502), those strategies are: using an audit trail, replication logic, step-wise replication, code-recoding, inter-rater comparisons, and triangulation. In this study, the strategy used to check the dependability was coding agreement which consist of intra-rater and inter-rater agreement. Intra-rater method is the code-recode strategy (Ary et.al., 2010:503) in which the steps are: first, the researcher coded the data, left the analysis for a period of time, and then came back and recoded the data and compares the two sets of code material. Moreover, since the researcher used the strategy of peer debriefing, she also asked them as the inter-rater or inter-observer to assess dependability. The researcher determined some codes in order to ease the code-recoding process. The codes applied in this study are:

1. The number of each datum

2. The types of non-observance maxims of Cooperative Principle are classified as follows:

   a. Opting out a maxim       : O

   b. Violating a maxim        : V

   c. Flouting a maxim         : F

   Further, there is also some codes for the strategies used to flout the maxims, they are:

   - Tautology         : ta
   - Overstatement     : ov
   - Rhetorical question : rhe
   - Irony             : ir

- Understatement    : un          • Banter                : ba

- Metaphor         : me

3. The type of maxims:

   a. Maxim of Quality      : Qual

   b. Maxim of Quantity     : Quant

   c. Maxim of Relation     : Rel

   d. Maxim of Manner       : Man

4. The classification of Illocutionary Act by Searle:

   a. Assertives      : AS

   b. Directives      : DI

   c. Commissives     : CO

   d. Expressives     : EX

   e. Declarations    : DE

## E. Data Analysis

To answer the research problems, the data were analyzed systematically. It was analyzed inductively to generate the findings through some steps below:

1. Data Reduction

   In this step, the writer only focused on the utterances performed by personnel of the Barden Bellas in *Pitch Perfect 2* movie which fail to observe the maxims. Therefore, the writer reduced the data that fulfill the maxims of cooperative principle proposed by Grice since the utterances would give no contribution and result to non-observance maxims.

2. Data Display

  After reducing the unnecessary data, the writer then determined and classified the utterances based on the types of non-observance maxims of CP whether it belongs to opting out, violating, or flouting maxims, and the type of illocutionary act proposed by Searle.

3. Data analysis

  After presenting the utterances performed by Barden Bellas based on the types of non-observance maxim, the writer then analyzed the hidden meaning behind the utterances using the theory of situational context and Illocutionary Act by Searle.

4. Conclusion Drawing

  Finally, the writer drew the conclusion in relation to the types of non-observance maxim, and the hidden meaning behind the utterances performed by Barden Bellas.