

CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

The research methodology is a technique to solve the problems in a method that can be understood as a study of how the research is carried out scientifically. Accordance with Kothari (2004) stated that the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. In other words, it describes the methods used in designing research, methods for collecting data to be investigated, methods of data analysis, and how to present the results in one scientific research.

Theoretically, there are two kinds of research design; they are quantitative and qualitative research. Quantitative research focuses on a cluster of numerical data and generalizing it across a group of people or to explain a particular phenomenon. Whereas, qualitative research focuses on producing descriptive data in the form of words or locution of a person. In doing this research, the researcher uses qualitative research, and it is applied to analyse flouting maxim in the conversation between the reporter and the speaker at Coronacast Podcast by ABC News.

3.2. Object of the Research

In this research, the object of the research was flouting maxim of Cooperative Principles. Afterwards, the source of data took from the utterances in 'Coronacast' podcast, the podcast itself found at an online streaming app called 'Spotify'. Hence, the data sources mostly were taken from the conversation between Dr Norman Swan and Tegan Taylor as the host, also collaborated with others speakers in

several episodes. Those utterances were collected from 20 different episodes, started from April 2020 until May 2020, each episode comprised different context of the discussion which deliberate about the pandemic of COVID-19 in our society. As the conclusion, every utterance which carried the flouting maxim of Cooperative Principle became the object of this research, because the researcher entails to identify the types and the reason why flouting maxim occurred in their conversation.

3.3. Method of Collecting Data

As the method of collecting data, the researcher used observational qualitative. As believed by Creswell (2013), a qualitative observation is a method used by the researcher to observe the activities, behaviour of individuals on the research site. Altogether, the researcher did an observation towards data sources. After that the technique of collecting data was need to do some observation. Related to this technique of collecting data, Creswell (2013) divided into four techniques, namely as: complete participant, observer as participant, participant as observer and complete observer.

In conduct this research, researcher used complete observer technique where the researcher observe without participating. Therefore, the researcher observed the conversation in 'coronacast' podcast without being involved in that conversation. Due to getting those data, the researcher did several steps as follows:

1. The researcher found the podcast of Coronacast.
2. The researcher listened the podcast of Coronacast.
3. The researcher wrote down all the conversation of Coronacast into transcript.

4. The researcher identified the conversation of Coronacast based on the flouting maxim, and then the researcher highlighted the conversation that related to flouting maxim.

3.4. Method of Analysing Data

The researcher moves to another step, that is analysing data. In this study, the researcher applied pragmatics identity method. Sudaryanto (2015) added that pragmatics identity is a method used when the researcher determines the identity of linguistic units by utilising the outside aspect of linguistics. Thus, to identify that linguistics unit, the identity method is used in this research, where that linguistic unit and the effects found from the speakers' utterances.

The researcher applied this method since the research is concerned with the pragmatic indication occur in podcast 'Coronacast'. There were four paces involved in data analysis:

1. Understanding the data. The researcher has to comprehend the data that has intention from the utterances which related to the flouting maxim in the podcast that would be analysis.
2. Finding the utterance that match the flouting maxim in the podcast transcript, focus to the types and reasons of the flouting maxim only.
3. Classifying the data based on the types and also the reason of flouting maxim used in the conversation.
4. Concluding the data. The researcher must conclude the data why the utterance can be understand as flouting maxim.

3.5. Method of Presenting Research Result

After done with analysis, the next step is presenting the research result. According to Sudaryanto (2015), there are two methods of presenting the research result; they are informal and formal. The formal method means the researcher use symbol, table, diagram, and number in presenting the result. Whereas informal method refers to the method of presenting the result analysis by using words: it means the findings can be described by using words or sentences. In this research, the researcher presented the result analysis by using the informal method to present the analysed data. The result was presented by using words and sentences and to make the readers easily understand.