

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

This research adopted the method of descriptive qualitative and presented descriptively. Creswell, (2013) identified the definition of the qualitative method as the process of questioning interpretation based on methodologies approach to evaluate and explore human and social issues. This qualitative method moves from the basic concept to the particular kinds of qualitative research. It means that qualitative research can be presented from the general to the specific issues.

The data of this research were generated in text and in a form of descriptive analysis. The issues and phenomena were presented in words, phrases, and sentences. Therefore, descriptive qualitative was applied as the method to analyze and interpret the data. Moreover, the theory from Grice (1975) of conversational implicature was used as the main theory and theory by Brown & Levinson (1987) as the second theory. The theories were used to analyze the violation maxim in particularized conversational implicature and the strategies of violating maxim found in *Avenger: Endgame* (2019).

3.2. Object of the Research

The most essential component of the study as well as the major analysis of this research is the object of the research. The object of this research concentrated on the violation maxim in particularized conversational implicature by Grice (1975). Also, this research applied the strategies by Brown and Levinson (1987)

in the “Avenger Endgame”. Moreover, this research concerned on the utterances that contain the types of violating maxim in particularized conversational implicature and the strategies of violating maxim uttered by the characters in the movie.

3.3. Method of Collecting Data

The data collected in this research was done by using the observational method. According to Sudaryanto (2015), the observational method is a way of gathering information through observing how people use language. The data collected by observing the movie which involved watching, hearing, and reading the script movie. The researcher did not produce the utterances or involve in making the utterances as the data. Thus, the data was collected with a non-participatory as the technique. As mentioned by Sudaryanto (2015) the researcher did not take part in the dialogue, discussion, or interaction with the participants. Additionally, the researcher observed the data by watching, hearing, and interpreting utterances based on the speaker, hearer, and the context of the conversation.

The data collection process began with observed the movie by watching the action and listening to the utterances in the "Avenger Endgame" movie. The purpose of watching the movie was to get the context from the movie. Additionally, the purpose of listening to the movie was to write down the script. To ensure the accuracy of the movie's utterances for the script, the researcher heard the conversation in the movie several times. Then, the researcher selected the utterances that involved maxims violation expression by highlighting it.

3.4. Method of Analyzing Data

Sudaryanto (2015) mentioned that, if the utterances uttered create a specific reaction or action from the hearer then participants are in the pragmatic identity method. Pragmatic identity is a method that causes reaction from the hearer, thus the context is needed to identify the data. Therefore, this method is relevant with the research as this research concerned to find out about the unstated meaning based on the context of the speaker and the hearer. In reference to Sudaryanto (2015), pragmatic competence- in equalizing is a technique that forms a comparison between all relevant determinants and all specified data elements. In addition, pragmatic competence- in equalizing was implemented as the technique of this research to equalize every data elements with the theory by Grice (1975) and Brown and Levinson (1987).

The analysis steps began with interpreting the context and utterances in the highlighted data collection. Then the researcher identified the data pragmatically by connecting the context and the utterances in the movie to get the meaning. After getting the meaning the researcher equalized the meaning with the theories. The researcher relied on expert theories by Grice (1975) and Brown & Levinson (1987) to analyze this analysis. Additionally, the meaning of the data equalized with the theories to get the types and strategies of violating maxim in the "Avenger Endgame" movie.

3.5. Method of Presenting Research Result

The final step of this research was presented the analysis result and it practiced Sudaryanto (2015) theory of the informal method. The research result was elaborated descriptively. It means the research result was explained using a paragraph instead of a table, symbol, or diagram. Lastly, the research result was naturally displayed according to the movie duration. Therefore, the data were not presented according to the applied theory