

CHAPTER III

RESEARCH METHODOLOGY

This chapter is focusing on the base of the analysis including the research design, the object of the research, and also the methods that is used during the analysis. This chapter is also containing the information about the steps of each process, starting from collecting the data to analyzing it.

3.1. Research Design

This research is a descriptive qualitative research, because this research analyzes about phenomena that happen in daily conversation. As Creswell (2012) mentioned that the use of qualitative method are to analyze something related to social problem and things that are formed with words, and also case study which is related to phenomena that happens in daily conversation.

The phenomena in this research related to a common thing that happened in conversation. After the phenomena are being analyzed, the result is presented descriptively. The theory of cooperative principle which proposed by Grice is the main theory used in this analysis, and it is used in analyzing maxim violation occurs throughout the episodes in “Orphan Black” TV Series.

3.2. Object of the Research

This research is focused on the types of maxim violation occur in the show and the reason behind the violation. As the conversation in the TV Series, utterances of the characters in each episode contain maxim violations with

different reason behind the violation. That is why the researcher chooses Orphan Black TV Series to be used as data source in this analysis. This series was running since 2013. The total of seasons for this series is 5, and each season has 10 episodes, therefore the total of the episode are 50. With so many episodes in this series, the purposive sampling is applied in this analysis in order to limit the data collection. Purposive sampling referred to the data collection that is related to the knowledge of the researcher related to the representative group, this sampling method based on the judgment of certain sample in population to fulfill the needs (Gay et al., 2012). The researcher decided to only take the episodes from the first season because it is full of the uncover things and the problem in the first season is focusing on the reveal of the characters that is supposed to be high level secret, with that being said, the frequency of the violation towards cooperative principle is going to appear more often.

3.3. Method of Collecting Data

Sudaryanto (2015) stated that there are two ways of collecting the data, which are observation and interview method. The observation method can be used as the method in analyzing the language use. While the interview method can be used when there is interview happen during data collection. Therefore, in this research, the observation method is used as the way of collecting the data, because this research is observing the conversation throughout Orphan Black episodes which contains the violation of maxims.

The technique that is used in this analysis is a non-participatory technique by Sudaryanto (2015) because the maxim violations found in the episodes are

taken by observing the data and not collecting it directly on the field. In the process of collecting the data, they were divided into three steps. First, watching the show that has been chosen as the data source. The second step is giving mark on the conversation contains maxim violation. The last step is determining the types and the reason.

3.4. Method of Analyzing Data

The data that has been collected using observation method, then it was analyzed by using pragmatic identity method. Sudaryanto (2015) stated that pragmatic identity method is the method used to analyze the data that is produced by interaction with the speech partner. Pragmatic identity method can be used when there are two or more people involved in a conversation. The technique used to analyze the data in this analysis is competence in equalizing because in analyzing the data, the researcher is equalizing the types in the conversation to the applied theory.

The process of analyzing the data was divided into four steps. First, the researcher interpreted the data found related to the violation of maxims happen in the show. The second step is to classify which violation happened. The third step, the researcher analyzed the violation related to the type of violation and the hidden meaning behind the violation according to the contextual event. In the last step, the researcher made a discussion about the data based on the types and the implied meaning of the violation.

3.5. Method of Presenting Research Result

After analyzing the data, the researcher needs to present the result of the analysis. There are two methods in presenting the result of analysis, which are formal and informal presentation method. Sudaryanto (2015) explained that the formal method is presenting the data using symbols, numbers, and table. While informal method is the way of presenting the data using words, phrases, and sentences. In this research the researcher used informal method in presenting analysis result.