CHAPTER III
METHODOLOGY OF THE RESEARCH

3.1 Research Design

According to (Creswell, 2013) method divided into three categories, first quantitative method which deals with number, second qualitative which deals use descriptive procedure to generate meaning and understanding of the research and the third mixed method which collaboration between quantitate and qualitative method.

The research design used in this study was a descriptive qualitative method. Because the data explained descriptively. (Creswell, 2013)) explained qualitative method focus on collecting, analyzing, and reporting the data. Descriptive qualitative used in this study because on the phenomenon that researcher analyzed, the data form, technique of collecting, and analyzing the data. Thus, this qualitative method used in this research through the process of collecting, analyzing, and reporting the findings.

3.2 Object of the Research

Object of the research is very important in the research because to analyze some problems, the researcher needs to find first data that can be applied with theory. The researcher should be clever to decide the object that used in this research. The object of this research is flouting maxim that used by characters in The Big Bang Theory sitcom. Furthermore, all of data is about utterances that contain flouting maxim by Characters in The Big Bang Theory Sitcom.

3.3   Method of Collecting Data

The researcher used observational method by (Sudaryanto, 2015) when process of collecting data. observational method is one of method which has a purpose to observe the data to receive collecting data. The techniques that can be used to collecting the data has two types; they are participatory and non-participatory. In the technique of participatory, the researcher implicates as participates in the research to collect the data. The technique of participatory is different from the technique of non-participatory. In the technique of non-participatory, the researcher doesn't implicate in the research to collect the data. The researcher only observes every utterance that contain flouting maxim used in *The Big Bang Theory sitcom.* The researcher used technique of non-participatory to find and collect the data in this research because the researcher didn't implicate in the movie. The researcher did some steps to collect the data. First, the researcher observed every utterance of the characters in *The Big Bang Theory sitcom* by watching the movie in youtube. Second, the researcher transcribed every utterance in *The Big Bang Theory sitcom*. Third is analyzing all flouting maxim by characters in *The Big Bang Theory sitcom*.

3.4   Method of Analyzing Data

All of theories were applied by using Pragmatics Identity Method. According to Sudaryanto (2015), Pragmatics Identity Method is the method that depend on contextual of situation. The researcher used Pragmatics Identity Method because the researcher needed context of situation when analyze flouting maxim in The Big Bang Theory sitcom. In this case, it referred to the types of flouting maxim and ways of characters in The Big Bang Theory sitcom used.

3.5   Method of Presenting Research Result

After the researcher does analysis, this research needs to be presented. Sudaryanto (2015) says that the method of presenting data has two types for presenting the result analysis. There are formal and informal methods. The presenting result analysis with formal method means that the researcher uses the diagram, table, number and symbol in presenting the result of analysis. Whereas the informal method means the researcher points to the method of presenting the result analysis by using words or sentences. It means the result of analysis can be described by using words or sentences. Thus, presenting the result of analyzing data in the research will be presented by the research by using informal method. The result of the analyzing data, the researcher took some sentences of transcribing as the data that related with flouting maxim by characters in The Big Bang Theory sitcom with the purpose to make this research can be understood by the reader.