CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

Research design is method used by the researcher in order to collect and analyze the data. Descriptive qualitative method was used in this research. It was descriptive qualitative because the data which are generated would be explained descriptively. Sudaryanto (2015) described qualitative design focus on collecting, analyzing, and reporting the data. The qualitative method is used based on the phenomenon which researcher analyzed, the data form, technique of collecting, and technique of analyzing the data. Thus, this qualitative research generate descriptive data throughout the process of collecting, analyzing, and reporting the findings.

3.2 Object of The Research

In this research, the object of the research was conversational implicature. Afterward, the data source was taken from the utterances in Dr. Phil's talk-show. Hence, the data source were taken from the conversation between Dr. Phil and his guests which collected from 10 episodes in 2018 until 2020. These 10 episodes carried different context of discussion which reflected as phenomenon in society. After that, all the utterances which contained conversational implicature from Dr. Phil's talk-show's script were the main data. The utterance which contained the conversational implicature became the object of this research because the

researcher need to identify the types and factors of conversational implicature that the speakers conveyed.

3.3 Method of Collecting Data

As the method of collecting the data, the researcher used qualitative observation. According to Sudaryanto (2015), a qualitative observation is method used by the researcher by observing the activities, behavior of individuals on the research site. In short, researcher did an observation of data source. After that, the technique of collecting data was need to do some observation. Sudaryanto (2015) divided into two techniques, such as: participatory and non-participatory techniques. Related to this research, researcher used non-participatory technique where researcher observes without participating. Thus, researcher observed Dr. Phil's talk-show without being involve in the Dr. Phil's talk-show. There are some steps in the process of collecting the data, as follow:

1. Watching Dr. Phil's talk-show thoroughly.

2. Observing the conversation subtitle which contains conversational implicatures by watching the Dr. Phil's talk-show time after time.

3. Make transcription of the Dr. Phil's episodes which were chosen.

4. Selecting the data which contain conversational implicature and mark it using italics.

3.4 Method of Analyzing the Data

In analyzing the data, researcher used pragmatic identity method because it concerned with pragmatics field. In this method, the determiner of language does not become piece of the language itself. According to Sudaryanto (2015), there are five method of analyzing the data, such as articulatory identity method, referential identity method, translational identity method, pragmatic identity method, and orthographical identity method. Pragmatics identity method was used because the context is needed in analyzing the data. In analyzing the data, the researcher using equalizing technique where the researcher support Grice theory. Therefore, pragmatic identity method was applied to analyze the data from Dr. Phil's talk-show. In analyzing the data the researcher did some steps, as follows:

1. Reduce the unnecessary data which did not contain conversational implicature.

2. Then, the selected data which had been marked using italics would be analyzed regarding to the research question. It meant that, the analysis divided into two parts of research analysis, those were the types of conversational implicature and the factors generate the implied meaning from the utterance from Dr. Phil's talk-show. In short, one data answered 2 research question.

3. After that, researcher categorized the findings based on the research question and theory.

3.5 Method of Presenting Research Result

After doing the analysis, researcher would present the result of analysis. Hence, the researcher presented the result in informal way. According to Sudaryanto (2015) there are two kinds of presenting the result of analysis. Those kinds of presenting result analysis are informal and formal method. Because this research was descriptive qualitative method, researcher used informal method. Thus, the data were presented by using the word and sentence descriptively. Therefore, research was presented using words and sentences to make it easier to reader to understand.