

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

The research method applied in qualitative research. Creswell (2013) states that qualitative research is a research approach that carried out to find out and explore aimed at social problems by individuals or groups. This research method focuses on the emergence of collected data for researchers to form an interpretation of the meaning of the information. Qualitative descriptive method will be used to conduct this research, because the data are in the form of words, sentences, and discourses. Qualitative research is also carried out because phenomena or problems require complex understanding (Creswell 2013). This method is useful for researcher to analyze the types of flouting maxim and rhetorical strategies used in "12 Years as a Slave" movie.

3.2 Object of the Research

The research took the 12 Years a Slave movie as the object of research. It is focussed on the characters's utterance that use maxim flouting. The types of flouting maxim and rhetorical strategies will be analyzed in this study using theory Grice (1975) and Grundy (2000).

3.3 Method of Collecting Data

The research collected data using observational method (Sudaryanto 2015) Observational method is one among the methods of knowledge collection involved data observation. Researcher will observe the data by watched 12 years as a slave movie and there are several steps to gather data. First, researchers will watch a 12-

year-old film as a slave. Second, the study will take the script on the “12 Years a Slave” movie, Lastly, researchers will analyze the re-script for data containing flouting maxims supported theory (Grice, 1975).

3.4 Method of Analyzing Data

This research will apply the pragmatic identity method theorized by (Yule 1996) In the discussion it investigates the speaker, the meaning of the speaker and also the listener. It also contains context or circumstances during analysis. (Yule 1996) the pragmatic contrast of syntax and semantics in his book Pragmatic in this case is pragmatic used because it concerns the interaction between the form of language and its users. The only ones that include humans in this study are pragmatic and not only does using communication Yule (1996) defined pragmatism as well as the study of interpretation of unspoken encounters. Context has an important function to play in order to have an appropriate understanding of statements and interpretations. It helps people to understand even the veiled meaning of the speaker.

3.5 Method of Presenting the Research Result

The final step of thus research presenting the analysis result and it practiced the informal method consistent with (Sudaryanto 2015) are going to be applied during this study. The words, phrases, and sentences which will be used present the results of the analysis during this study. The results of the analysis won't be presented within the sort of diagrams, charts, or tables. The results of the analysis are going to be presented descriptively by the researcher. The research analysis

presented are going to be identified during a simple way in order that the reader may understand the subject under discussion.