

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research included qualitative research. Based on Creswell and Poth (2018), Qualitative research used data collected in a natural setting that was sensitive to the people and places being studied. Qualitative research is to explore the life of ordinary or extraordinary people, groups, communities, and organizations in deep and protracted interactions with participants. Marshall and Rossman (2016) defined that analytical approaches that consider special opportunities and difficult analytical approaches are designed for specific possibilities and difficulties. It was feasible to claim that the researcher reconstructs the data rather than just identifying and isolating cases given the interpretive character of qualitative studies. The result compared a variety of materials, texts, or situations to arrive at generalizable conclusions. Creswell and Creswell (2018) highlighted the use of words rather than statistics and open-ended questions and replies in qualitative data (qualitative interview questions).

Finding the types and functions of conversational implicature analysis in the *Over the Moon* movie is the goal of this study. The theory from Grice (1975), and Brown and Levinson (1988) which discussed the types and functions of conversational implicature were used as the main theory to analyze the conversational implicature. Additionally, the findings were presented descriptively.

3.2 Object of the Research

This research aimed to analyze the types and functions of conversational implicature in the *Over the Moon* movie. The conversation becomes the object of this research. The information is based on phrases or words from the movie. Thus, the *Over the Moon* movie serves well as a source of research data.

3.3 Method of Collecting Data

The observational approach was used to collect the data for this research. According to Sudaryanto (2015), the observational method involved information as the collection by observing the way people use language. This research used several senses. This research is pragmatic and involves utterances as the data. As mentioned by Sudaryanto (2015) the researcher remained out of the participants' conversations, discussions, and interactions.

While collecting the data, the sense of sight, hearing, and the feeling was involved. Sense of sight was involved to see the context that occurs in the movie as the data source. The context happened as the situation was similar to everyday life. Sense of the hearing was concerned to note the script from the dialogue or conversation. Multiple listening aimed to get authentic data. The role of the script helped the researcher highlight the utterances which experienced the phenomena of conversational implicature. Sense of feeling was concerned to feel the experiences of the story to get the context of the story supporting the phenomena of conversational implicature.

According to Sugiyono (2013), data collection is the main purpose of research, data collection techniques are the most strategic and important stages of research. The researcher would not get data that is by the data standards that have been set without knowledge of data collection methods. According to Taylor et al., (2016), taking notes is a way to have transcription by coding and analysis. Taking notes was used as the technique to find the data in this research.

Based on the discussions above, the researcher added several steps as follows. Firstly, the researcher watched and listened to the *Over the Moon* movie which lasted for one hour and forty minutes. The researcher watched and listened to the movie to take the script. Then the researcher highlighted the utterances which experienced the phenomena of implicature by coding the numbers and highlights to find the raw data.

3.4 Method of Analyzing Data

Sudaryanto (2015) mentioned that the researcher used the pragmatic identity approach if the statements made caused the hearer to take a particular action or reaction. The pragmatic identity method is caused by a reaction from the hearer used to analyze the data obtained by using the observational method. Therefore, this research focused on determining the unspoken meaning based on the speaker and the hearer's context. This method was relevant to the research. The competency in equalizing methodology was the preferred method, and it was used to categorize the textual structure of a movie discussion. The information was taken directly from the script of the movie and then displayed in various ways according to maxims and conversational implicatures.

The first stage in the analytical process was analyzing the context and utterances in the gathering of the highlighted data. Before analyzing the data, the researcher highlighted the data that had been identified by using a predetermined color. The goal was to draw tentative conclusions about matching types and function implicatures in the script. Assigning colors based on the suitability of types and functions. Such as the purple symbolizes particularized and blue symbolizes generalized types. Then in function, the bright green symbolizes self-protection, the red symbolizes power and politeness, the violet symbolizes giving information, the teal symbolizes entertaining the audience, and the green symbolizes lack of specific information. Then, the researcher determined the context and utterances in the movie to get the meaning.

There are several research ways to analyze data. Firstly, the researcher started by explaining the theory to find the data. Secondly, the researcher began to quote the conversational parts of the utterances in the movie. Lastly, the researcher analyzed the data using the theory of Grice (1975) and Brown and Levinson, (1988).

3.5 Method of Presenting Research Result

The final stage of analysis is before presenting the research findings. The information was divided into two categories: Conversational implicature types and Conversational implicature functions. The narrative analysis method was employed in this research. According to Taylor et al., (2016) p. 21, Stories were used in narrative analysis, particularly those that were described in a paragraph. The results of the analysis were presented descriptively Sudaryanto (2015). The

results of the analysis were presented using words and sentences. The objective provided readers with a thorough understanding of the selected subject by describing the findings.