CHAPTER III

RESEARCH METHOD

3.1 Research Design

This research goes from the phenomenon that the researcher found related cooperative principle called flouting maxim that appear in Tomorrowland movie. After finding the phenomenon to be researched, the researcher deepening the material through journals, books, articles, etc. Then, the researcher formulates the problem and collect the required theory. Continued with analyzing the data that already collected and concludes by drawing a conclusion. This research is qualitative research with descriptive technique. Descriptive technique means that the data in this research are in the form of sentences and words, not in the form of numbers (J, 2011).

3.2 Object of the Research

According to Hatch and Farhady in Sugiyono (2010:38) "... object could be defined as the attributes of a person who had variations between one person and another which it could distinguish between one and another." It means the object could make the differences of one research with the other research. In this research, the researcher focuses in flouting maxims in the movie. The data source is taken from Tomorrowland movie, while the data itself is all the utterances that contain flouting maxim which are uttered by speakers in Tomorrowland movie.

Here, the researcher analyses the data with using Pragmatics approach theory by Grice.

3.3 Method of Collecting data

In process of collecting data, the researcher used an observation method with taking note technique by Sugiyono to describe and interpret the data. In this research, the researcher collects the data by applying some steps:

1. The researcher download Tomorrowland movie from the internet.

2. The researcher watches the movie that already had subtitle.

3. During watching the movie, the researcher listing all of the utterances in the dialogue that contain flouting maxim.

4. After that, the researcher identifies all the utterances in the dialogue which flout the maxim.

5. Then, the researcher writes the all the data in the note-taking and classifies based on types and the intention.

3.4 Method of Analyzing data

Methods of analyzing data which introduced by Sudaryanto (2015) have divided into two there are *Padan* (distributional method) and *Agih* (identity method). In this research, the researcher uses *Padan* (distributional method) with *Pragmatic* technique where the decisive element or *alat penentu* is *mitra wicara.*

Followings are the procedurs of analyzing the data:

1. Describing the context of a situation in which the speaker flouts the maxim.

2. Analyzing the data based on Grice's Cooperative Principles to find out the types of flouting maxim that appear in the movie.

3. Analyzing the intention of the speaker's utterance in flouting the maxim in the movie.

4. Drawing conclusion.

3.5   Method of presenting data

In this research, the researcher used combination presentation method. In this method, the researcher presented the result of data analysis by word and also by using table and figure. The research presented the result of data analysis based on the purpose of the research.