

CHAPTER III

METHOD OF RESEARCH

In a study, it is important for every researcher to specify their method of research. In this chapter, the researcher would like to discuss research design, the object of the research, the method of collecting data, the method of analyzing data, and method of presenting research result.

3.1. Research Design

This research started from the observation of the dialog, which is the TV series Sherlock Season 3, the researcher tries to analyze the dialog using neo-Gricean pragmatic theory by Laurence R Horn. The researcher also explores the problem of the neo-Gricean theory that occurred in the dialog and finds information from all sources related to this research.

After finding all the information related to the research, the researcher formulates the problem of neo-Gricean that occurs in the data. Then, the researcher collects all the theories related to the research from all sources. The theories that have been collected by the researcher, will be used as a reference for conducting this research. Furthermore, the researcher arranges the research method related to the problems that have been formulated. In this research, the researcher will use qualitative research method.

3.2. Object of the Research

The object of the research is types and functions of Horn's principle of neo-Gricean pragmatic theory which can be found in Sherlock Season 3. The researcher will focus on every conversation to find the Horn's principle.

3.3. Method of Collecting Data

The method of collecting data in this research is observation method by using non-participatory technique (Sudaryanto, 2015). The process of collecting data can be seen from the step below:

1. The researcher downloads the Sherlock Season 3 series.
2. The researcher also downloads the English subtitles for Sherlock Season 3
3. The researcher watches Sherlock Season 3
4. The researcher observes the conversation that happens in the film.
5. The researcher chooses the utterances or conversation that contain Q and R-Principle which happen in the film.

3.4. Method of Analyzing Data

The researcher uses pragmatics identity method by Sudaryanto (2015) to analyze the data, because this research is a linguistics research which focus on pragmatics study. The data that will be collected from the film is going to be explained by the description of analysis according to the types of Horn's principle. In analyzing the data, the researcher applies some steps such as:

1. The researcher analyzes the data based on the types of Horn's principle.
2. The researcher analyzes the function of the utterances that used Horn's principle.
3. The researcher also states the contextual meaning of the utterances that used Horn's principle.

3.5. Method of Presenting Research Result

In this research, the researcher will use the informal method to present the research result. This research uses the qualitative descriptive as the research method. Thus, the data will be reported by using words and sentences.