

CHAPTER III

RESEARCH METHODOLOGY

Kothari C. R, (2004, p.8) says that research methodology is a way to systematically solve the research problem. This means concerned with how researchers used a methodology in his research, starting from the research design, objective of the research, the method of collecting the data, the method of analyzing the data, and the method of reporting the data.

Method in this research is based on observations of the data to be retrieved, the data will be analyzed using the method qualitative descriptive, which researchers only describe and categorize the data, in this chapter the researcher will discuss the research design, objective of the research, the method of collecting the data, method of analyzing the data, and the method of reporting the data.

3.1 Research Design

Research design is the way researchers solve the problem on its research, the strategies used in problem solving should be associated with the data. According to Yogesh, (2006, p.27) stated that research design is mapping strategy which best on sampling technique. Essentially include objective, sampling, research strategy, tool and technique for collecting the Evidences, the analyzing the data and presenting the findings.

Research design of this study is descriptive method since it only reports what has happened or what is happening (Kothari 2004, p .3). In addition to using descriptive method researchers also used qualitative method in which qualitative methods are based on data collected in the form of sentence, it is described by Bogdan and Biklen in Sugiyono (2014: 13) who state that in qualitative methods, the data is collected are in the form of word of picture rather than number.

In this research, the researcher uses qualitative method because the result of the data is descriptive phenomenon such as sentence and utterance, the researcher also will describes the types of maxim is use by the employees and the guests, and make percentage, in order to know what is the dominant types of maxim are used by the employees and the guests in Harris Resort Waterfront.

3.2 Objective of the Research

In this research the data will be classified into two parts, those are primary and secondary data, according to Sugiyono (2014-225) He differentiates the data source into two categories; they are primary and secondary data. Primary data is the data which the researcher takes or observing directly from the source of the object of the research, in this case Harris Players and the guests are the primary data while secondary data is the data which taken indirectly. It is supported by the expert Kothari (2004, p.95) the methods of collecting primary and secondary data differ since primary data are to be originally collected, while in case of secondary data the nature of data collection work is merely that of compilation.

As it has explained above, that the researcher will gets the data directly from the source that is in the conversation between the employees and guests in Harris Resort Waterfront, Moreover, he also gets an assist from the employees of Golden View hotel when recording the called conversation. Eventually, the object of this research is the conversation between the employees and the guest in Harris Resort Waterfront. Because of the limited of time and resources, it would be inappropriate for the researcher to discuss whole conversation between the employees and the guests in Harris Resort Waterfront. Therefore, the researcher only takes the data from the conversation between employees and the guests on front office and recreation department.

3.3 Method of Collecting Data

There are several departments in Harris Resort Waterfront that enable for the researcher to take the data. In the method of collecting the data, the researcher only take the data from recreation department, because recreation department is one of some departments that has many interaction between, the guests and the employees in conversations. Beside of that, the researcher chooses observation as the method of collecting the data. According to Kothari (2004, p.17) This method implies the collection of information by the way of investigator's own observation, without interviewing the respondents. In this method of collecting data, the researcher will directly observing and recording the conversation between the employees and the guests at front office and recreation department in

Harris Resort Waterfront, then make the transcription of the conversation of gained data recording.

Below are some steps to collecting the data by the researcher:

1. Observing the conversation between the employees and the guests.
2. Recording the conversation between the employees and the guests.
3. Taking photo with the employees and the guests.
4. Making the data transcription best on the recording of the conversation.

3.4 Method of Analyzing the Data

The method of analyzing the data is the way how the researcher analyzing the gained data recording. According to Sudaryanto (2015:7) states that "analysis" This stage is an attempt of the researchers directly address the issues contained in the data. The handling is seen from the actions observing closely followed by "dissecting" or parse and divides the problems concerned with the way certain distinctive. The researcher will handle the problem in the data by using unique way to solve the problem. The steps of data analysis are followed as:

1. Observing the transcription of gained data recording.
2. Taking note to any word, phrase, clause and sentence which contain with cooperative principle or maxims.
3. Classifying and selecting to the each conversation.
4. Analyzing the data which has classified based on Grice' theory.
5. Counting the observed by using percentage formula.

6. Finding the dominant type of maxim which used in the conversation.
7. Making conclusions based on the data is has analyze.

The data will be analyze by using scoring test based on Arikunto in Hakim (1998:258) who states that the formula of the score is $p = f : N \times 100\%$.

Where p = the total of man score.

N = the total of the data.

F = the data has collected.

3.5 Method of Presenting Research Result

Method of presenting the research result is the next chapter, there are two kind of method to presenting the result of the research that are: formal and informal presentation method. Formal presentation is the way how to present the result by using signs, symbols, and diagram, while informal presentation the result by using ordinary word and sentence. It is supported by Sudaryanto (2015:241) informal presentation method is a formulation with ordinary words, although the terminology is technical in nature. While the formal presentation of the formulation with what is commonly known as a sign, and symbols.

In this research, the researcher will use the both informal and formal presentation method, because the researcher in presenting the data analysis result uses words and sentences to explain the data and uses diagram to make clear and easier the reader understand the data analysis result.