

CHAPTER III

METHOD OF THE RESEARCH

3.1. Research Design

In this research, the researcher applied qualitative descriptive method. The data were utterances taken from *Zootopia* the Movie. The purpose of this research is to find out information about the flouting maxim that appeared in the movie *Zootopia*. This research used descriptive qualitative method. Descriptive qualitative research deals with providing an overview of phenomena that occur naturally without intervention from artificial experiments or artificial treatments (Bogdan & Biklen, 1992) (Hoepfl, 1997). Burns and Grove (2003) describe a qualitative approach as "a systematic subjective approach used to describe life experiences and situations to give them meaning." From the statement above, the authors conclude that qualitative descriptive is a method that data from research in the form of words, phrases and clauses.

3.2 Object of the Research

The object of this research is flouting maxims in the *Zootopia* movie. The data of the research are utterances that maintain flouting maxims from movie script. The source of the data were obtained from the movie *Zootopia* directed by Byron Howard and Rich Moore, production in 2016. This movie tells about animal that live in Zootopia which contains flouting maxim in its conversation.

3.3 Method of Colecting Data

Method of collecting data in this research is obervation. This method of observation was implemented at once with the implementation of note-taking technique (Sudaryanto, 2015) to identify and classify the data. In the observation method, the researcher used the non-participatory technique from (Sudaryanto, 2015). Non-participatory is a technique carried out by indirect conversations without face to face, but using written language. The researcher watchs movie, read transcription, and observe the type of flouting that appear in movies. Thus, the researcher would conduct some step to collect the data from Zootopia movie to find flouting maxims.

- 1.Firstly, the researcher watchs the movie to comprehends characters interaction in the movie particularly the communication situation,
- 2.Then, the researcher read comprehensively the script downloaded from internet - Scriptlab (2015)
- 3.After that the researcher marked and listed the flouting maxim found in the movie.
- 4.Lastly, the researcher typed those flouting maxims based on the clasification in chapter two.

3.4 Method of Analyzing Data

In this section, researchers use the identity method. According to Sudaryanto (2015), the identity method is a research method that determiner device is outside of language, other than and not part of the language which

researched. This device consists of five subtypes, but, in this case the researcher uses the Pragmatist method.

Based on (Sudaryanto, 2015), techniques in the method of identity are divided into two parts, namely basic and advanced techniques. The basic technique used in this study is the element sorting technique, especially pragmatic-in-dividing competence. After that, the advanced technique used in this research is a technique to compare and differentiate, which means a technique for comparing all elements that are relevant to all data specified in the type of flouting maxim.

The steps that the researcher analyzes the data are as follows below:

1. Collect the speaker utterances based on script.
2. Categorizing speaker speech based on flouting maxim functions such as flouting maxim of quantity, quality, relation / relevance, and flouting maxim of manner.
3. Analyzing and qualifying utterances that contain the flouting maxim
4. Write conclusions based on data.

3.5 Method of Presenting Data

According to Sudaryanto (2015) there are two methods of presenting the result of analysis, formal and informal method. Formal method is the researcher presents the result of data analysis is by using symbol, signs, table and diagram. While informal method is the researcher presents the data analysis result by using words or sentences without symbol, signs, table, and diagram. In this research, the

researcher presents the data analysis result by using both formal and informal presentation method. The researcher chooses them because the researcher in presenting the data analysis result uses the sentences to explain clearly and uses table to easier the reader to understand the data analysis result.