

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

The researcher used descriptive qualitative research to explore the conversational implicature in movie, “The DUFF”. The researcher used descriptive qualitative research because the result of the data analysis is in the form of words, phrases and sentences. According to Sudaryanto (2015), research which is based solely on facts or phenomena that is exist empirically live in speakers and is produced or recorded in the form of data is called as qualitative research.

3.2 Object of the Research

Research object is the data which going to be analysed by the researcher. This research focused on the conversational implicature in the “The DUFF” movie. The theory was based on Grice as cited in the journal of Al-Hindawi, F. H. & Saffah (2017).

3.3 Method of Collecting Data

In process of collecting data, the researcher used observational method proposed by Sudaryanto. According to Sudaryanto (2015) observational method is the method of research conducted by observing the object of the research to collect

the data. In observational method there are two techniques; participatory and non-participatory. The researcher used non-participatory technique because the researcher did not engage in interaction with speakers in the movie. The researcher only watched and observed the conversation in the movie.

The collected data was done by watching the movie, reading the script, understanding the data and taking the note. The process of collecting data was divided into several steps. First, the researcher watched the movie from YouTube application and then downloads the movie from YouTube. Second, the researcher finds the script from www.IMDb.com, copy and then read the script. The function of the script was to facilitate the researcher in seeing conversations that occurs in the movie. Third, watched the movie again and then circle the conversation which contains conversational implicature. The last, classified the data into conversational implicature.

3.4 Method of Analysing Data

After collecting the data, they were classified into certain categories then analyse based on Grice theory (as cited in Al-Hindawi, F. H. & Saffah, 2017). The method of analysing data used was pragmatic identity method. Sudaryanto (2015) stated that the data which has been collected analysed by pragmatic identity method. The basic method which used was sorting technique. This technique used to classify the structure of the reviewer text that is loaded in the conversation in the movie then combined it to the theory. The data were identified

categorized based on the flouting maxims and the types of conversational implicature.

3.5 Method of Presenting Research Result

To present the result of the research, the researcher used the informal method. Based on Sudaryanto (2015) there are two methods of presenting data, they are formal and informal. Formal method is presented by using signs and symbols. Informal method is used to present the result of the research with ordinary words. So, the researcher presented the research result by informal method, because this research contains of explanation.