

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research was a qualitative descriptive research proposed by Abbot and McKinney, (2013). This research is a descriptive qualitative research, because this research analyzes about phenomena that happened in daily conversation. The researcher used descriptive qualitative as the research design. Qualitative research was used to explore the social phenomenon, reveal the meaning in communication, or build a detailed understanding of social life (Leavy, 2017). According to (Creswell, 2012) research studies that were related to phenomena that occur in everyday speech as well as social problems and things made with words are all things that can be analyzed using the qualitative technique.

The phenomenon that motivated this study was a typical conversational occurrence. The analysis of the phenomena was followed by a descriptive presentation of the findings. The primary theory in this analysis is the cooperative principle theory put forth by Grice in 1995. It is utilized to examine maxim flouting in the film *Bad Boy for Life*.

#### **3.2 Object of the Research**

In this research, object of the research is the most significant aspect as well as the main analysis of this research. The research subject chose by the researcher is the *Bad Boy for Life* movie. In this study, the types and reason of flouting maxims were examine utilizing the ideas of (Grice, 1975) and (Thomas, 1995). As a result,

the researcher concentrated on dialogue used by characters in the movie that flouted a principle.

### **3.3 Method of Collecting Data**

In collecting data, the researcher employed the method of observation to gather data. According to Sudaryanto (2015), the observation method is a way to study human behavior by observing and recording without making direct contact with the subject. Because of this, researchers watch movies using the method of observation. Due to the lack of participants, the researcher in this study used non-participatory procedures to gather data.

In order to gather data, the researcher will follow a number of steps. The researcher first watched the film. Second, the researcher read the screenplay for the film *Bad Boy for Life*. Putting the data in the movie into a third Grice theory-based classification. Fourth, the researcher decides data would be relevant to the subject of the analysis.

### **3.4 Method of Analyzing Data**

After collecting the data, the researcher then analyzes it, according to Sudaryanto, (2015). The researcher then uses Grice's theory to classify the data pertaining to flouting maxims, and pragmatic theory is used to assess the data pertaining to the classification theory of flouting maxims. This mentions that the analysis will be done by finding out the elements that relate to pragmatics. For technique, pragmatic competence- in equalizing will be applied because this research will equalize data and theory. "Pragmatic competence- in equalizing refers to technique of equalizing data and theory" (Sudaryanto 2015).

For the steps, there were several steps. Firstly, the research found context of utterances that the researcher highlights. Secondly, the researcher equalized the data and the types of flouting maxim theory. Thirdly, the researcher equalized data with the reasons of flouting maxim theory. In the last, the research result showed the types and reasons of flouting maxim.

### **3.5 Method of Presenting Research Result**

The researcher used Sudaryanto (2015) method in this investigation and reported the findings of the analysis. The method utilized is informal because all of the outcomes and conclusions are textual, or stated in words and sentences.