

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research is a qualitative descriptive study. According to (Taylor et al., 2016) in their book, descriptive data are people's own written or spoken words and observable behavior. As explained, researcher will make interpretations of what they see, hear, and understand is the meaning of qualitative research. Their interpretation is closely related to their own background, history, culture and knowledge (PH. and Chang, 2009). Researchers use qualitative methods because the research data is in the form of words, statements or sentences (not in the form of numbers). This is supported by the statement of Creswell & Creswell (2018) in his book, qualitative data using words rather than numbers. According to (Flick, 2014) over the last few decades, qualitative research has undergone a third major expansion, this time in terms of the sorts of data used.

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

In this research, implicature becomes the research topic. Researchers include a number of expert theories to support the analysis process. The research subject serves to find research data on data sources. The source of the data is a movie entitled House of Gucci which was released in 2021. The movie House of Gucci is one of the latest movies from Universal Pictures which tells the true story of the murder of the sole heir to the Gucci fortune, Maurizio Gucci in 1995. This movie is adapted from a book entitled the House of Gucci author Sara Gay Forden,

starring Lady Gaga. The data from this movie is in the form of utterances that contain implicatures during the movie.

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

In collecting data, this research used the observational method proposed by Sudaryanto (2015). As part of the data collection process, senses were used to observe, hear, and feel the phenomena related to conversational implicature. This study did not involve the interaction of scenes or words with the speaker in the movie. Consequently, this study used non-participatory techniques by Sudaryanto (2015).

There were several steps taken for collecting data in this study. The first step is to watch movies and transcribe the dialogue. Second, the utterances with conversational implicature are matched with the context to obtain the data. In the last step, the data were analyzed based on the perspective of Grice (1975) about conversational implicature.

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

Researcher used the equivalent method to analyze the data. The equivalent method is a way of analyzing data by identifying certain lingual units whose determinants come from outside the language proposed by Sudaryanto (2015). The pragmatic equivalent method is used in this study because the determining tool comes from the speech partner. The technique used is the determining element sorting technique and the comparison and differentiating technique. Each technique aims to sort out the implicature functions found in the utterances contained in the movie "House of Gucci".

The researcher takes several steps to analyze the data. First, the researcher will watch the movie, then in every conversation contained in the movie, the researcher will record the sentence or conversation which is a Conversational Implicature. Following the collection of data, the researcher began to connect and equate the data based on the theory used by the researcher in this study. Third, the researcher then groups each data based on the types of Conversational Implicature according to Grice's theory and analyzes the meaning contained in each Conversational Implicature data in the movie. Finally, the data will be analyzed based on its function, using Grice's theory in Cooperative Principles.

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

The final step after analyzing the data in this study is the stage of presenting the results of the analysis. The results presented following the method proposed by Sudaryanto (2015) which states that the results of the analysis in the form of sentences or utterances presented descriptively and not in the form of tables or diagrams. It aims to make it easier for the readers to understand it easily.