CHAPTER III

RESEARCH METHODOLOGY

In this chapter is an important part of a research that explains how research is conducted systematically. Research methodology covers various aspects that explain the processes and techniques used to collect, analyze, and interpret data.

3.1 Research Design

In this investigation, the qualitative method works well. Because the goal of this study is to investigate a phenomenon that research subjects have experienced, a qualitative method was employed. Using language was also covered in this study. The Greek philosophers of antiquity employed qualitative research techniques to investigate their surroundings and make sense of and interpret their observations. Creswell (2017) defines qualitative research as an understanding inquiry process that explores a social or human topic and is built on different methodological traditions of inquiry.

Additionally, qualitative research is described as a study design that focuses on the understanding and development of social phenomena (Hancock, n.d.). To put it simply, qualitative research is an investigation of societal issues through a variety of methods. A dialogue script between characters from the film Persuasion served as the source of data, which the researcher analyzed using a qualitative descriptive method. Stated differently, the researcher gathers data in the form of sentences. The results of data collection and analysis are presented by the researcher in qualitative research.

3.2 Object the Research

The most important component of this study, along with the main analysis, is the research object. The persuasive film was the researcher's choice for a study topic. Using the concepts of (Grice, 1975), the types and strategies why maxims are disregarded are examined in this study. Consequently, the researcher focused on dialogue that violated a concept that was used by characters in the film.

3.3 Method of Collecting Data

The aim of this project is to collect the data, without the data collection technique, the researcher would not be able to get data that meets the standards, making it an essential step in the research process (Sugiyono, 2009). The researcher used Sudaryanto's (2015) observational technique, in which the writer watches the film and closely examines each dialogue to identify key statements that contribute to the main ideas or messages that will be examined to ascertain the types and meanings of presuppositions in the film. Making notes on each line of speech while watching the film helps the researcher identify which utterances will be used. To gather data based on observational techniques steps (Sudaryanto, 2015).

In order to gather data, the researcher will follow a number of steps. First,watch movie several times. Second,reading the script.Third,Observing the dialogue from the script.Fourth,collect the data and find it from the utterances. The last is classify the utterances into several types of flouting maxim.

3.4 Method of Analyzing Data

The utterances used in the data identification method serve as the research's data. Based on the (Sudaryanto, 2015) description the data in this study were analyzed using pragmatic identity. Moreover, Grice's flouting maxim and context theory were used by researchers to explore and categorize data . Next, pragmatic competency equalization is applied as a technique. According to (Sudaryanto, 2015) the findings in this study are balanced with the suggested theory through the application of pragmatic competency equalization. Since context establishes the implicit meaning and helps researchers focus on utterances that demonstrate breaking maxims, researchers start the data analysis process by establishing the context. Thus, the analysis's conclusions seek to illustrate the many kinds and meanings that are suggested in persuasion movies according to their setting.

3.5 Method of Presenting Result Data

Presenting the results is the next stage after analysis. There are two approaches to deliver the outcomes analysis, according to Sudaryanto (2015): formally and informally. The researcher must use symbols like tables, graphs, and numbers to portray the results in accordance with the formal approach. Conversely, the informal method pertains to the verbal presentation of the analysis results. Words or sentences can be used to describe the findings. In this study, the outcomes of the analysis were provided by the researcher in an informal manner. To make the final product easy to understand for the readers, it was presented using words and sentences.