

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher discussed the components of the methodology that was utilized to carry out the research. This chapter outlines research design, research objects, data gathering methods, data analysis methods, and methods for presenting research findings.

3.1 Research Design

This research employed the qualitative research method, which consistent with social phenomena. According to Cresswell (2013) qualitative research is the process of investigating social problems by building a complex words and reporting detailed points of view in a natural setting. Further, Merriam & Tisdell (2016) the data gathered in qualitative research is detailed and descriptive, offering an in-depth understanding of the research context and the participants involved. Additionally, according to Creswell & Creswell (2018) that the qualitative research is a case study focused on in-depth exploration of a specific case or phenomenon within its real-life context. Moreover, this research applied this approach in order to gather rich, detailed data to provide a holistic understanding of the case and drew insights that could be applicable to similar contexts.

Over and above that, this research employed a qualitative research design to analyze the violation of maxims in the talk show "Little Big Shot." The qualitative approach was chosen because this research involved analyzing phrases and spoken expressions. Moreover, the results of this study were expressed and presented

descriptive in word form. These align with Bogdan & Biklen (2007) the data collected are in the form of words or pictures rather than numbers. This includes interviews, observations, and documents, providing a detailed and rich description of the phenomena.

3.2 Object of the Research

This study aimed to identify the violation of maxims as its research focus, specifically focusing on the types of violation maxim and the reasons for these violations. The object of this research aligned with the data source, which included conversations or utterances that could be analyzed. The talk show "Little Big Shot" was chosen as the data source because it featured conversations and utterances that contained the research subject. Additionally, the guests on this show were children, whose speech was generally spontaneous and lacked implied meanings.

Little Big Shots is an American variety TV show co-created and produced by Steve Harvey and Ellen DeGeneres. The show highlights children showcasing their talents and having conversations with the host. NBC initially ordered the series in May 2015, and it debuted with an eight-episode first season on March 8, 2016, with Steve Harvey as the host. Following its success, NBC renewed Little Big Shots for a second season, which premiered on March 5, 2017. The show continued with a third season, starting on March 18, 2018, and included a special holiday episode that aired on December 12, 2018. In May 2019, almost a year after the third season concluded, NBC announced a fourth season, with Melissa McCarthy taking over as the new host. The fourth season premiered on February 24, 2020.

Little Big Shots has received several award nominations, highlighting its impact and popularity. Steve Harvey was nominated for the Legacy Award for Best Children's Comedy Artist Male at the 2018 Legionnaires of Laughter Legacy Awards. That same year, he was also a nominee for the Grace Award for Television at the Movie Guide Awards for the episode "Tiny Dancer." In 2016, Harvey earned a Primetime Emmy nomination for Outstanding Host for a Reality or Reality-Competition Program. Additionally, the show was recognized at the 2017 NAACP Image Awards, where Melissa McCarthy received a nomination for Outstanding Reality Program/Reality Competition Series.

The series premiered as a "preview" after *The Voice* with more than 12 million viewers, it then premiered in its regular Sunday at 8:00 PM timeslot on March 13, 2016 and it proved to be a hit for NBC with more than 15 million viewers. Little Big Shots showcased several notable young talents, including Arabella Grant, Akash Vukoti, and Heavenly Joy. Arabella Grant impressed audiences with her impressive singing and acting skills. Akash Vukoti captivated viewers as a spelling bee prodigy, showcasing his extraordinary spelling abilities at a young age. Heavenly Joy enchanted the audience with her soulful singing and vibrant personality. Each of these guests left a memorable mark on the show with their remarkable talents.

3.3 Method of Collecting Data

In collecting data, this research utilized the observational method. As Sudaryanto (2015) mentioned that observational method is the method that require observation of language used. The definition demonstrates that the method

necessitates researchers gathering data by observing data source, in case the data source of this research is a talk show, the researcher done the observation by watching “Little Big Shot”. To implement the observational method, the researcher employed a note-taking technique, as Sudaryanto (2015) declared that note-taking techniques in research are the methods or strategies that researcher employ to capture, gather, and document data obtained during the investigation process. These note-taking strategies are critical to ensuring that the data obtained is thorough, accurate, and well-organized, allowing for effective analysis.

Thus, this research used note-taking technique to identify the types of maxim violations and the reasons for these violations in the "Little Big Shot" show. Therefore, there are several steps were done by the researcher in data collection. First, the researcher watched the entire talk show from start to finish to comprehend the context. Second, the researcher took notes and transcribed conversation between the host and the guests into text, to make it easier to analyze and categorize. Third, the researcher highlighted the conversation or the utterances that as a part of violating maxims as suggested by Grice (1975).

3.4 Method of Analyzing Data

In analyzing the data, the researcher used pragmatic identity method. According Sudaryanto (2015) pragmatic identity refers to the particular elements of language use that represent the speakers' social identity, roles, and connections in a certain environment. It refers to the use of language to convey not just literal meanings but also social subtleties, intents, and interpersonal relationships. He also added that pragmatic identity refers to how speakers adjust their language to various

contexts, audiences, and communication aims, exposing characteristics of their social identity and the pragmatic functions of their interactions Sudaryanto (2015).

To begin the analyzing, the researcher read carefully the raw data that were highlighted on the script of the talk show. Then, before classifying and analyzing the maxim that the person is violate, it is better to know the contextual meaning. The next step, the researcher classified the highlighted data based on the theory of the research. Ultimately, the researcher analyzed and identified the data that had classified based on the theory of Grice (1975) types of violation maxim and Christoffersen (2005) theory of reasons of violation maxim.

3.5 Method of Presenting the Research Result

The next step is to present the analysis of the results. The informal method is use to present the research findings in this research. The informal method is define as a method of presenting the research use sentence Sudaryanto (2015). It conveys that this study uses words and sentences to describe the research findings. To put it another way, no diagram, chart, or other calculations are used to present the research findings. The method is select in intended to provide readers with a clear understanding of the selected topic.