

## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Design**

This research was conducted by using the descriptive qualitative method. Descriptive qualitative is defined as a means used to explore and understand the meaning of an individual or group related to a social or human problem (Creswell, 2009). Meanwhile, according to Handayani & Satria (2018) is a method which provides a systematic, realistic, and valid description of a situation. Qualitative research aimed to describe and explain the variations, relationships, and individual experiences or group norms. In the process, this research includes questions and procedures, data collection, data analysis, and the interpretations of the data. Hence, the phenomena in this research would be described and analyzed in a description in order to get a more depth-understanding of maxim flouting in a television series, “The Stranger Things”.

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

The object of the research is the most important thing in a research. In this research, the types and functions in flouting the maxims that appeared in the three seasons of “The Stranger Things” television series were analyzed. The types would

be classified based on the theories proposed by Grice (1989) and the functions would be categorized using the theory proposed by Leech (1983).

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

The data was collected by an observational method. Sudaryanto (2015) stated that the observational method is a method of collecting data by observing the data. The researcher observed the data by watching and hearing the utterances of the characters in the three seasons of “The Stranger Things” television series. As far as the observation of the data collections were concerned, the researcher used a note-taking technique to collect the dialogues and the contexts.

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

After the data were collected, they were analyzed by using the pragmatic identity method, in which the data were compared with the theory in order to find the similarities and differences (Sudaryanto, 2015). To answer the research questions, the data found were identified to find the similarities based on the main theory—maxim principles theory proposed by Grice, so that the types could be categorized. After the type categorizations, the data would be analyzed to find the functions of flouting maxim in “The Stranger Things” television series.

### **3.5 Method of Presenting the Analysis Result**

Since the analysis results were written in the descriptive form, this research used the informal method in presenting the data. It is a method that presenting the result descriptively by using words and sentences (Sudaryanto, 2015). The analysis results were presented to get a more depth-understanding of the flouting maxim principles found in “The Stranger Things” television series.