

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

In addition to investigate the flouting maxim in “The Graham Norton Show”, descriptive qualitative is applied in analyzing flouting maxim. The result of this analysis is in formed of words, phrases, and sentences. Therefore, it is the reason of applying the descriptive qualitative in this research. Sudaryanto (2015) stated that research which is based solely on facts or phenomena that is exist empirically live in speakers and is produced or recorded in the form of data is called as qualitative research.

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

Object of this research is the flouting maxim. This research took utterances from The Graham Norton Show as the object of the research. The data that have been found then were analyzed into some types and strategy of flouting maxim. This research identified specifically on the flouting maxim in show entitled “The Graham Norton Show”. The theory which is used to analyze this, is taken from Grice (1989) theory.

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

For the method of collecting data, observational method is used to collect the data by the researcher. In his theory, Sudaryanto (2015) explained that observational method is the method of collecting data by observing the use of the language. Observational method consists of two types techniques. These

Techniques consist of participatory and non-participatory. The technique that researcher used is non participatory. The reason of researcher used this technique because the researcher did not involve directly in conversation in the show. Watching and observing are the only thing that the researcher did.

The process of collecting data were watching the show while reading the subtitle, comprehend the show, and write important notes. This process consists of some steps. First, the researcher download the show from YouTube. Then, the researcher watched the entire show while understanding the show and the conversation. The last, the researcher wrote and bold the utterance which related to the topic of flouting maxim.

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

Method of analysis data used in this research is by pragmatic identity method. Sudaryanto (2015) explained that the data which has been collected analyzed by pragmatic identity method. In pragmatic identity, the data was analyzed based on the context. Sorting technique was used to analyzing the data. This technic sorted the data for analyzing and then it is applied into the theory. The researcher classified the data and categorized them into the types of flouting maxim and the strategy of the flouting maxim.

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

In presenting the result of the research, the researcher applied informal method. There are two methods according to Sudaryanto (2015). It consists of formal and informal method. Formal method is identical with symbols and signs. Meanwhile, the informal method is the method which used to present the ordinary

words. The researcher used informal because the content of the research is in ordinary word form.