

CHAPTER III

RESEARCH METHOD

3.1. Research Design

Research is a scientific way to get the information with a specific purpose and usefulness of a particular. The aim of this research is to clarify the conversational implicature types and forms used by people in the TV show. Sugiyono (2012) defines the types of research into two; they are Quantitative Research and Qualitative Research. Quantitative research based on the quantity measurement or amount.

The type of this research is qualitative research because the conversations observed are in the form of words and are not focus on numbers. Qualitative research is often called naturalistic research methods because the researcher conducts natural setting (Sugiyono, 2012). Natural setting relates to the natural object which implies that the object does not expand or grow larger and the researcher does not manipulate this object. With this method, the researcher can only observe and take notes of the events in order to analyze the object. Here, the researcher acts as the tool by having knowledge of the data (object and theory), process analysis, and data collection.

3.2. Object of the Research

The object of the research is very essential in the order to do scientific analysis. In this research, the object of the research is conversational implicature. Conversational implicature is a way to explain the meaning of the sentences that may not explicitly be

said by the speaker. In order to support the analysis process, the researcher used some theories by experts. The object of the research was used to find the data of the research in the data source. The data source is an American television sitcom called “F.R.I.E.N.D.S.”. The TV show has 10 seasons with the total of 236 episodes. The data were thirty utterances that contain both conversational implicature and figurative language.

3.3. Method of Collecting Data

According to Sudaryanto (2015) there are two ways to collect data, which are *metode simak* (observation method) and *metode cakap* (interview method). The observation method uses to observe the use of language. The interview method is used when an interview is occurred between the researcher as the interviewer and the interviewee to obtain the data.

In this research, the researcher used the observation method as qualitative research indicates, as this research observes conversations contain conversational implicature in a TV show called “F.R.I.E.N.D.S.”. The researcher also used *teknik catat* (note-taking technique) by Sudaryanto (2015) as the researcher take notes of the conversational implicatures found in the TV show. The process of collecting data is done as follows:

1. The first step, watched the TV show and observe the conversations.
2. Then, screenshot the scenes where the conversational implicatures occurred.

3. The next step is to take notes of all the conversational implicatures occurred in the TV show.
4. The last step, the researcher will classify the data found into the types and forms of conversational implicature.

3.4. Method of Data Analysis

Analysis data is needed in order to answer the formulation of the problems. The data were first collected by using the observation method and will be analyzed by using the pragmatic identity method. According to Sudaryanto (2015), the pragmatic identity method is used to identify a response or reaction that occurred after a certain utterance was said by the speaker. In the pragmatic identity method, the researcher used the pragmatic competence in-dividing technique to analyze the data. The process of analyzing data is done as follows:

1. First, the researcher will interpret the implicated meaning of utterances based on the context.
2. The next step is to classify the data based on the types of conversational implicature.
3. Then, the researcher analyzed the form of conversational implicature.
4. Lastly, the researcher made a discussion about the finding data based on types and forms of conversational implicature theories.

3.5. Method of Presenting Research Result

After the data have been analyzed, the researcher needs to present the analysis result. There are two methods in presenting the result of analysis data. There are Informal and formal presentation method. According to Sudaryanto (2015), the informal presentation method is a presentation of data analysis uses words, phrases and sentences. On the other hand, the formal presentation method is a presentation of data analysis that uses symbols, numbers, and table. In presenting the research result, the researcher uses both of them. The researcher uses table to classify the data and words, phrases, and sentences to present the analysis result.