CHAPTER III

METHOD OF THE STUDY

3.1 The nature of the research

In this research, the writer uses a qualitative approach. It is properly synchronous with the flouting of cooperative principle analysis. According to Meriam (1998), a qualitative research is descriptive when the researcher is interested in process, meaning and understanding gained through words or picture. Since his study describes and explains the process, meaning, and understanding data of political interviews, it is appropriate if the writer uses this approach.

3.2 The source of the data

The source of the data for the research is utterances from Christine Lagarde as interviewee in exclusive political interview on TV show. The data was recorded and observed from Face Two Face, one of exclusive interview programs on Metro TV. Face Two Face with Desi Anwar brings international issues and leads personalities to the screen on Metro TV, Indonesia. The show views on last Saturdays of the month at 20:05-21:00 with re-run on 2nd Thursdays of the month at 01:05-02:00, Metro TV. This type of formal interview discusses a major political representative. This source of data only deals with one episode, entitled "Exclusive Political interview with Christine Lagarde" .

3.3 Technique of data collection

There are five videos of Exclusive Political interview Desi Anwar with Christine Lagarde in Face Two Face, Metro TV. The videos were retrieved on February 24 , 2013 from youtobe.com. The total length of the video were 40 minutes 59 seconds including structural opening interviews on TV (headlines in 2 minutes 38 seconds, story in 11 minutes 53 seconds with another resource opinion and interviewee   introduction in 26 minutes 28 seconds). The technique used recorded the data by using video. The writer transcribed those data while listening and seeing the video part by part. The writer listened the video carefully and paused the video in some parts of the dialouges, after that wrote the transcription. The words, phrases, and utterance became the focus of the analysis.

3.4 Analysis.

The data analysis for this research focuses on interviewee introduction. It means that the writer only analyzed conversation and utterances between Desi Anwar and Christine Lagarde by using theory of Cooperative Principle and Flouting of the Maxims. The writer classified the data based on the flouting of maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. After classifying the data, the writer provided an analysis of how the interviewee flouts the maxim and explains the underlying reason why the maxims are flouted. The analysis was done sequentially based on the research problems.

The steps in analysis the data are :

1. Transcribing the data

2. Split or fragment the data according to themes.

3. Identifying which maxim was flouted on the interview whether it was maxim of quantity, maxim of quality, maxim of relation or maxim of manner.

4. Examining the reason of the flouting. In this case, the writer had to determine the reason why interviewee flouted the maxims in order to complete the discussion of his analysis.

5. Classifying the flouting of the maxim in the table

6. Counting the number for each classification of the maxims and discovering which one would be the dominant maxim flouted by the characters in the interview.

7. Counting the percentage of the flouting of the maxim by the following formula

$$\frac{\text{The number of the flouted maxim}}{\text{Total number of the floutings}} \times 100\,\%$$

8. Drawing a conclusion