CHAPTER III

METHOD OF THE RESEARCH

Methodology is one of important part in doing research, it tells the reader how this research work and describe the steps of the reasrch in aim to give the solution of some of problem statements in the research. Also, this chapter presents about the research is used in this study; the research approach, source of the data, data collection and data analysis.

3. 1   The Research Approach

In this research, the researcher applies qualitative research method where produces descriptive data in word, phrase and utterances as the data of this research. The aim of using this method is, to describe how this research works to reach the answers of the statement problem. According to Bodgan and Taylor qualitative method is qualitative of the research (in Rosida, 13:2013). The qualitative method is such as procedure of research and procedure data descriptive which form written words, or speech of human and attitude can be survey. So, relate to the theories above, this research contains data from TV advertisment

which are in the form of utterances. These kind of data needs clear explanation by appliying descriptive qualitative method.

3. 2   Source of the Data

One of media which displays video advertisement is television. In television many kind advertisements start from the product advertisement until service advertisements. Thus, the source of data are obtained from Youtube that is caused the television advertisments are also avilable in Youtube provider. The reason in that is, waiting for TV to broadcast the advertisement will take too long. The data are in the form of phrases and utterances selected from the advertisement. The flouting is in the utterance by the artists in the conversation in the story. The television advertisements that are used in here are Blueband, Djarum 76, Kapal api, Hi-lo milk, Lifeboy shampoo, Calciskim milk, Ponds, Toko bagus, Konidin and Evalube oil.

3. 3   The Procedure of Data Collection and Analysis

In this research, researcher is as the instrument in analyzing the data. The researcher uses helping of internet to collect the data. The data are collected by visiting you tube and download in them. You tube is one of the largest web site that consist of kind videos in the over the world. It is a video-sharing website,

almost everyone knows it, and everyone can upload or download video in that web site.

The objects that will be analzed in here are conversation in selected television advertisement during 2013, which focus to the utterance of the artist which presumably there are many flouting cooperative maxim. Principle cooperative is the theory to analyze or what it called Grice's theory where there are four maxims: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

According to Fasold (1984), there are two methods in researching language attitudes, these are direct method and indirect method (in Baginda, 16:2008). In here, researcher use indirect method with the technique is observation that means researcher only observe the object in the context and researcher only be an observer without participating in the conversations. So it means, the researcher does the observation in contextual where the researcher also watches the full text with the context when the language is spoken.

In order to give clear explanation in the procedure of this research, it will be explained step by step, the following steps are the researcher watches television advertisements in the sidelines of program television, it is consider as the first step. Second, researcher chooses the suitable data in the form of conversation, the choosen data is based on the utterance which considered flout

the co-operative principle. The third step is the utterance are transcribing the data then type the utterances into written discourse and translated into English, the utterances is translated because the data is in Indonesian language. The fourth step is describing the context using background knowledge context and situational context. The fifth step is coding the data, coding the data by giving the italic typing of the utterance which flouts the maxims.

The sixth step is identify, the data are identified by using Grice's principles to know what maxims are flouted. Whether the utterances flout maxim of quantity, maxim of quality, maxim of relevance, maxim of manner or flout maxim at all once. The seventh step is describing the way of how the maxims are flouted. The describing is based on the principles which are flouted. The eighth step is finding the possible reasons, by answering the closer possible reasons of why the maxim are flouted using Leech's theory of conversational goals. The last step is conlussion the finding of the data analysis.