



CHAPTER III

RESEARCH METHODOLOGY

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This chapter contains research design, the form of data and the technique used to collect and analyze the data.

3.1 Research Design

The research design in this study was qualitative content analysis. Qualitative method is made up of a combination of interpretive and material behaviors that allow us to see the world (Hamsia & Roifah, 2023). Qualitative content analysis is the systematic reduction of content, analyzed with special attention to the context in which it was created, to identify themes and extract meaningful interpretations of the data (Roller, 2019). The researcher used this method in order to analyze the language used by the main character through the systematic process.

3.2 Data and Source Data

The primary data sources in this study are the 2019 film "Joker," directed by Todd Phillips, and the corresponding movie script. Phillips developed this psychological thriller as a character-driven narrative, drawing inspiration from 1970s-character studies and the works of Martin Scorsese, particularly *Taxi Driver* (1976) and *The King of Comedy* (1982) (Phillips, 2019). The film presents a detailed psychological portrait that explores the protagonist's mental deterioration through various psychiatric symptoms and social disconnection (Skryabin, 2021).

The selection of this particular film for linguistic analysis is justified by its extraordinary cultural impact and critical recognition. *Joker* achieved unprecedented commercial success, becoming the first R-rated film in history to earn over \$1 billion at the global box office, demonstrating its worldwide reach and accessibility to diverse audiences (Box Office Mojo, 2019). The film's commercial triumph was matched by critical acclaim, as it premiered at the 76th Venice International Film

Festival where it received the prestigious Golden Lion award (Phillips, 2019). Subsequently, the film garnered eleven Academy Award nominations including Best Picture, ultimately winning Best Actor for Joaquin Phoenix and Best Original Score (Academy of Motion Picture Arts and Sciences, 2020). This recognition establishes the film as a significant cultural artifact worthy of scholarly examination.

What makes "Joker" particularly suitable for pragmatic analysis is its unique approach to character development and dialogue. Arthur Fleck's communication skills are generally poor, as he stares at people for too long, uses abnormal facial expressions, and misses important interpersonal cues, making others feel discomfort around him (Skryabin, 2021). Arthur Fleck's character demonstrates psychological complexity through a combination of mental health struggles, social isolation, and communication difficulties that manifest in his unusual behavior patterns and interpersonal interactions. The film humanizes Arthur Fleck while exposing broader societal and institutional mechanisms that perpetuate stigma and inequality, particularly focusing on how mental health issues intersect with social marginalization and communication difficulties, making it an ideal case study for pragmatic analysis (Jamalullail & Ahzani, 2025).

In this research, the primary data was dialogue of the main character, which included both the script and the scenes (Todd Phillips & Scott Silver, 2018). The researcher carefully examined various parts of the film to collect relevant data. The data itself consisted of different linguistic units such as words, phrases, clauses, and sentences. These elements were specifically extracted from the dialogues and conversations between characters. By focusing on these forms of language, the study aimed to analyze the communication patterns within the movie in detail. The Joker (2019) film provides rich material for linguistic analysis through its detailed portrayal of Arthur Fleck's dialogue and communicative behaviors within the socio-cultural context of Gotham City, making it suitable for pragmatic investigation (Limbong et al., 2022).

The film script of *Joker* (2019) serves as the primary data source for analyzing dialogues and narrations, providing accurate documentation of Arthur Fleck's verbal exchanges and conversational patterns (Rosita & Prathisara, 2021). Both the scenes and the script excerpts are selected to focus on Arthur Fleck's utterances, especially those that demonstrate flouting of conversational maxims. Supplementary information about the film's production and narrative background is also referenced to support contextual interpretation.

3.3 Research Instrument

This study employs a systematic analytical framework centered on Grice's Cooperative Principle (1975) to examine flouting maxims in Arthur Fleck's dialogue. The primary instrument is a Gricean Maxim Classification Matrix that categorizes violations across four maxim types: Quantity (insufficient or excessive information), Quality (false or unsubstantiated statements), Relation (irrelevant responses), and Manner (obscure or disorganized communication) (Thomas, 2013; Yule, 2010). Data collection employs systematic film discourse analysis methods that include dialogue transcription using established conversation analysis conventions, incorporating contextual information and temporal markers for comprehensive documentation (Monika Bednarek, 2010). Dialogue transcription follows established multimodal discourse analysis frameworks that systematically document verbal exchanges alongside visual and contextual elements (Anthony Baldry, 2007). According to Smith (1995) Character engagement analysis incorporates cognitive and emotional evaluation frameworks that examine how spectators construct understanding of characters through recognition, alignment, and moral assessment of their communicative behaviors.

The analytical process combines quantitative frequency analysis to measure violation distributions across scenes with qualitative pragmatic function analysis to categorize communicative purposes such as humor, avoidance, emphasis, and emotional expression (Levinson, 1983). The methodology follows established ethical guidelines for audiovisual research that ensure fair use of copyrighted materials and

responsible representation of mental health themes in scholarly analysis (Center for Media & Social Impact, 2012).

3.4 Data Collection Technique

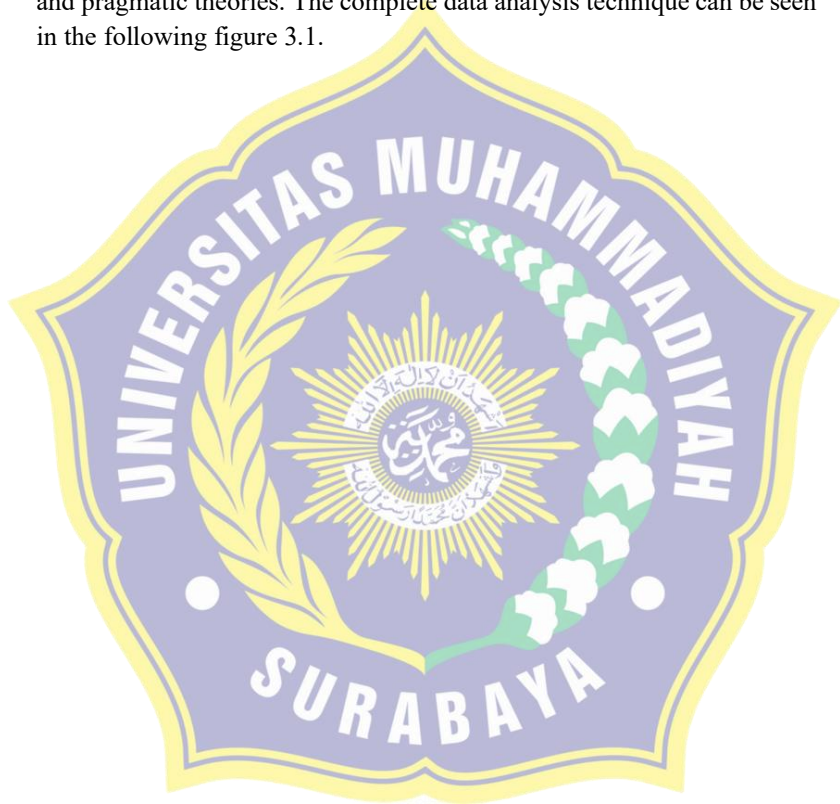
In the data collection process of this study, the researcher begins by watching the film *Joker* (2019) repeatedly and obtaining the official movie script to gain a thorough understanding of the dialogue and context. Then the researcher carefully selected scenes featuring the main character, Arthur Fleck, focusing on moments where conversational maxims were likely flouted. Then, transcribing the dialogues from the selected scenes verbatim from the script, cross-checked them with the film's audio to ensure accuracy is also needed when it necessary. Then, the researcher systematically organized the transcribed data according to scenes, characters, and the types of maxims flouted to facilitate the subsequent analysis. Throughout this process, the researcher took notes and made memos to capture initial impressions and maintain the consistency and reliability of the data that already collected.

3.5 Data Analysis Technique

In analyzing the data, the researcher begins by thoroughly reviewing all the transcribed dialogues to deeply understand the content and context. Then, the researcher identified the smallest meaningful units of analysis, such as words, phrases, or sentences, focusing specifically on Arthur Fleck's utterances that potentially flout Grice's conversational maxims: quantity, quality, relevance, and manner. The researcher continue by systematically coded each unit according to the type of maxim flouted, ensuring that the coding was consistent and grounded in the theoretical framework.

After coding, the researcher make cluster from the codes into broader categories based on the specific maxim violated and the narrative function within the film. Then, the researcher start to interpreted these patterns to understand how maxim flouting contributes to character development and thematic expression. Throughout the process, the

reasercher reflecting critically on the findings is needed, and also cross-checked them against the original film scenes and script to validate the accuracy of the interpretations. This qualitative approach helps present a coherent and insightful analysis aligned with established conversational and pragmatic theories. The complete data analysis technique can be seen in the following figure 3.1.



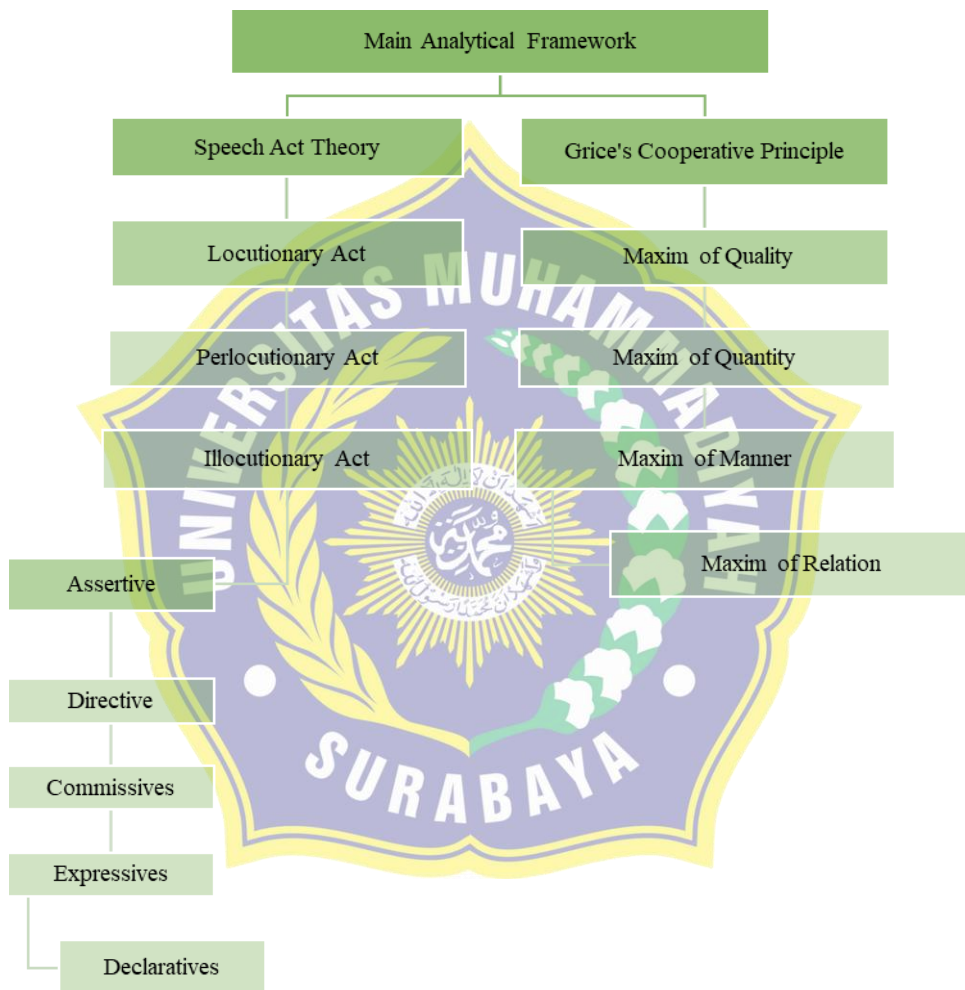


Figure 3.1 Analysis Technique of Flouting Maxims in Arthur Fleck's Dialogue