CHAPTER III
RESEARCH METHOD

In this chapter, the writer presents about research approach, instrument, data and source data, data collection, and data analysis.

3.1 Research Approach

In conducting this research, the writer used descriptive research. The purpose of this study is to understand and describe about violating maxims in "Another Cinderella Story" movie. In addition, Glass and Hopkins (1995) say that descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection. As the statement of the problems of this study, the question is about what and why to analyze the violating maxims in the movie. The writer explained and described the data which found in the analyzing, then continued with general conclusion. The writer described what she has found related to the types of violating maxims and its reason by using theory of Grice's cooperative principles and Christoffersen's lying classification.

3.2 Instrument

The instrument of this study is the writer herself. The writer collected and analyzed the data by herself. She spent of time for watching and understanding the utterances of the main characters, Mary and Joey. The

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writer observed the utterances of the main characters which violate the maxims based on her knowledge.

3.3 Data and Data Source

The data of this study were the utterances produced by the main characters, Mary and Joey in *Another Cinderella Story* movie. The writer took the conversation between the main characters, Mary and Joey and other characters that make conversation with Mary or Joey.

The data source of this study was *Another Cinderella Story* movie. This movie was directed by Damon Santostef. *Another Cinderella Story* movie was released on September 16, 2008. This movie is about retelling Cinderella fairy tale.

3.4 Data Collection

In collecting the data, the writer did several steps:

1. The writer searched and download the movie of *Another Cinderella Story* movie from the internet.
2. The writer also sought the transcription of the movie to strengthen the data.
3. The writer watched the movie for several times to match the utterances with the transcription.
4. The writer selected the conversations of Mary and Joey as participants and she selected the data that break cooperative principles.

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3.5 Data Analysis

The writer did several steps to analyze the data, the procedures of analyzing data are:

1. The writer identified the types of violating maxims used by Mary and Joey in *Another Cinderella Story* movie.
2. The writer classified the data based on Grice's theory of cooperative principles.
3. The writer identified the data by Christoffersen's classification of lie to find out the intended meaning of the data in each maxim.
4. The writer described and explained the violating maxims and the reason of violating the maxims.
5. Finally, the writer made conclusion based on the result of discussion.

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