CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the following subtopics are going to be discussed: (1) research design (2) research subject (3) research instrument (4) technique of data collection and (5) technique of data analysis.

3.1 Research Design

In this study, the writer used the descriptive qualitative approach use data as a part of this study to know how language works. The writer applied the qualitative research in this study because it was focused on the data which was taken from a movie. Denzin and Lincoln, in their book *The Sage Handbook of Qualitative Research* (2005), say that qualitative research belongs to a situated activity that locates the observer in the world. It consist of a set of interpretive, material practices that makes the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them.

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Qualitative method approached use data as a part of this study to get a conclusion. The use of descriptive qualitative research design in this study is intends to find some new evidences and attempts to find out the pragmatics phenomena that found in the "Carrie" movie. It can be said that descriptive qualitative research design takes from the patterning of talk-in-interaction from the object. This study focused on all the characters of "Carrie" Movie dialogues which are contain of flouting conversational maxims based on the Grice's theory of maxims.

3.2 Research Subject

The subject of this study focused on all the characters' dialogues of "Carrie" movie. The writer found out that all the characters of "Carrie" movie have the same range of dialogue that is why the researcher decided to use all the characters' dialogue. There is no one that leading the conversation even the main character, Carrie White. The writer focused on all the characters' utterances that include in flouting Grice's conversatioanl maxims (maxim of quantity, quality, relation and manner).

3.3 Research Instrument

This study used descriptive qualitative research design which had person as the instrument. Therefore, in this research, the exact instrument to acquire and analyze the data collection is the writer herself, some notes, personal computer and some previous studies that talked about flouting of

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Grice's conversational maxims. In other words, the writer watched and understood the movie, selected, analyzed and took some utterances which included in flouting of Grice's maxims (maxim of quantity, quality, relation and manner) and also took notes which connect with the theory that used in this research.

3.4 Technique of Data Collection

The data of this research are those utterances that include in flouting of Grice's conversational maxims spoken by all the characters of "Carrie" movie. The writer started to collecting the data right after she found the appropriate character to be the object of this research. In collecting the data, the writer did several steps such as:

1. The writer watched the movie for many times while understanding which character that appropriate to be analyzed.
2. The writer determined all the characters of "Carrie" movie as the object of her study, the researcher re-watched the movie to match and transcribe all of the dialogues from the original movie with the original script of "Carrie" Movie taken from internet www.springfieldspringfield.co.uk.
3. The writer determined and took note on which utterance that include in flouting of Grice's conversational maxims. She has divided the movie into 70 scenes, and 12 scenes have divided as the data of her research.

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4. The writer made such a narrative or a point which was the chronology of each scenes of the movie to make the data analysis easier.

3.5 Technique of Data Analysis

After collected the data, the writer started to analyze them using the following steps. Firstly, the writer categorized dialogues spoken by all the characters of "Carrie" movie which contain flouting maxims to be analyzed into 12 scenes. Then the writer identified each scenes one by one to get the second research problem answered, on what the maxim that the mostly flouted in the movie. The analysis was carried out using the following table below. Lastly, the writer made conclusion as the result of analysis and findings.

Table 3.1 Types of Occurence of the Flouted Maxims

Conversation	**Flouted Maxim**			
	Quality	**Quantity**	**Relation**	**Manner**
Scene 5				
Scene 7				
Scene 11				
Scene 18				
Scene 22				
Scene 28				
Scene 31				
Scene 35				

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Scene 36				
Scene 48				
Scene 54				
Scene 67				
Total				

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