# CHAPTER III

# RESEARCH METHOD

In the research method, the writer presents about the methods that used to analyse the data, data and source of data, procedure of data collection, and the way analyze the data.

## 3.1 Research Design

The researcher finished this research using descriptive qualitative approach because this research does not needed statistic approach to analyze the data and the researcher describe the types of maxim. According to Creswell (1994:1) qualitative research is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. Descriptive approach primarily concerned with finding out "what is". In addition, Glass & Hopkins (1984) argued that descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection.

The purpose of this study is to understand and describe about violating maxims in "Johnny Englis Reborn" movie. The writer describes the data that is found when analyzing, then proceed with a general conclusion. The writer presents what she has found associated with the type of offense and use the theory of Grice's Maxim combined with classification of Christoffersen.
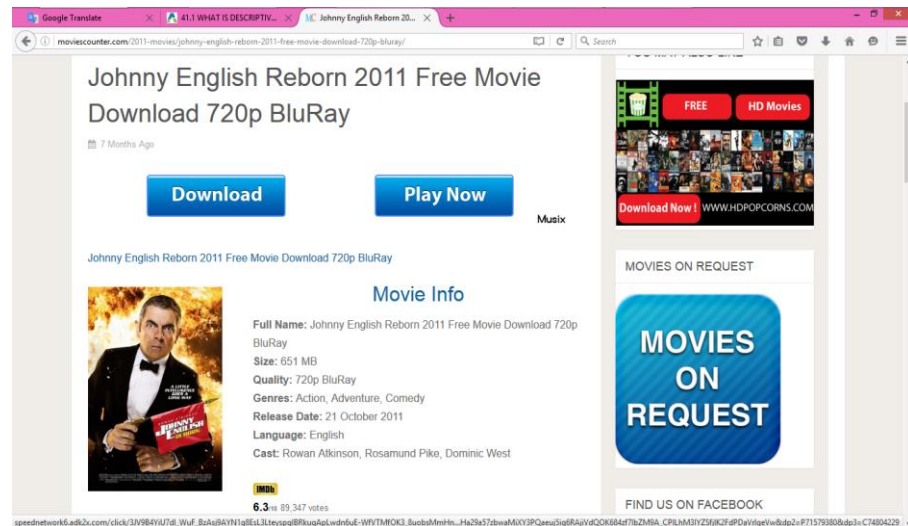
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## 3.2 Data and Data Source

The data of this study were the utterances produced by Johnny English as the main character in *Johnny English Reborn* the movie. The writer would include also the utterances produced by other characters that make a conversation with Johnny English.

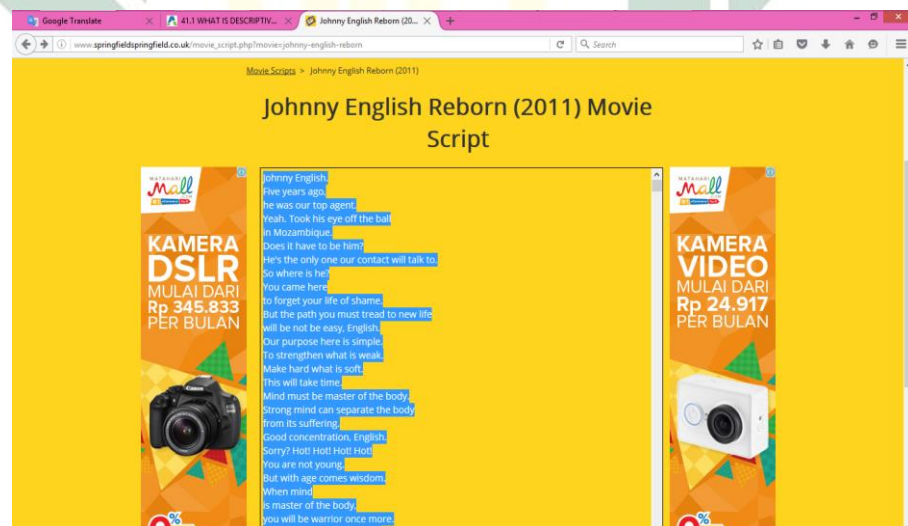The data source of this study was *Johnny English Reborn* movie. This movie was directed by Oliver Parker. *Johnny English Reborn* was launch in 2011. This movie is the sequel to *Johnny English* (2003).

## 3.3 Instrument

This study is dealing with violating maxim. Thus, the instrument that suitable for measuring this research is the human instrument that is the writer itself because the writer itself did the research such as identifying, classifying and analyzing the data. She spent her time for watching and understanding the utterances of the all characters. The writer observed the utterances the main character which violate the maxims based on her knowledge.

## 3.4 Data Collection

In collecting data, the writer used the movie script of *Johnny English Reborn* as the source of data. The writer collected the data with several steps:

1. The writer searched the movie of *Johnny English Reborn* from the internet.

2. The writer downloaded the movie of *Johnny English Reborn* from the internet.



3. The writer also searched the transcription of the movie to toughen the data.



4. The writer watched the movie for several times to match the utterances with the transcription to know the wrong word in the script movie.

5. The writer searched the utterance that violating maxims.



## 3.5 Data Analysis

In analyzing the data, the researcher did several steps. The procedures of analyzing data are :

1. The writer identified the types of violating maxims used by Johnny English as the main character in *Johnny English Reborn Story* movie using underline and make circle the utterance.

2. The writer classified the data based on Grice's theory of cooperative principles.



| No | Speakers | Utterances | Qlt | Qnt | Rls | Mnr |
|---|---|---|---|---|---|---|
| 1. | Master : *Mind must be master of the body. Strong mind can separate the body from its suffering. Good concentration, English.*<br><br>Johnny : ***Sorry? Hot! Hot! Hot! Hot!*** | | | V | |
| 2. | Employee : *Good morning, sir. Can I help you?*<br><br>Johnny : ***Johnny English.*** | | | V | |
| 3. | Pegasus : *People here often talk about your adventures in Mozambique. Well, MI-7 has come a long way since then The guns, the fast cars, and the chauvinism are all on* | | | | |

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.