#### **CHAPTER III**

## RESEARCH METHODOLOGY

This part discussed the methodology of the research. It consist of research design, the role of the researcher, research instrument, subject of the research, data and data source, data collection, and data analysis.

## 3.1 Research Design

This study was conducted by applying descriptive qualitative method. Creswell (1998:15) define that qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. Other opinion According to Litosseliti (2010) qualitative approaches are particularly valuable in providing in depth, rich data (p.31). This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. And also qualitative research involves analysis of data such as words, examples from interviews, transcripts, pictures, video, recordings, notes, documents, the products and records of material culture, audio-visual materials and personal experience materials (such as artifacts, journal and diary information and narratives).

In this research, the descriptive qualitative method was employed for the investigation of the study. Descriptive method was used in this study to describe types and employing of conversational implicature in advertisement of beauty

product and food beverage product and qualitative method used because it deals with words and sentences.

### 3.2 Data Collection

#### 3.2.1 Data and Data Source.

The advertisement of beauty product and food & beverage product videos and scripts be the main source of this study. The data downloaded from the YouTube and selected from the advertisements that appear on television most frequently. Each video has 30 second until 1 minutes duration. The data are utterances of those videos. The videos transcribe into written language. The utterances of the advertisements were distinctively identified based on types of conversational implicature framework and cooperative principle proposed by Grice (1975).

## 3.2.2 Research Instrument

Two instruments are used in this research: human and non-human instrument. The human instrument is the researcher herself, because she is the one who collected and analyzed the data, because this research is used qualitative descriptive approach which focus on theoretical to collect the data and analyze the data. In descriptive qualitative research, the most important instrument used is the instrument of observation, interpretation, and documentation. The non-human instrument is laptop and table sheet, laptop helped the researcher transcribed the

videos in the written text and the table sheet helped the researcher classified the data.

## 3.2.3 Subject of the research

To get the result of the research, the data was needed and chosen deals with the problem that was related to the study. Subject of this research is advertisement of beauty products and food & beverage products on television, the advertisements that appear on television most frequently. The advertisements downloaded from YouTube and the video transformed into transcripts.

# 3.2.4 Techniques of Data Collection

The data of this research are those utterances of advertisement that include in conversational implicature. In collecting the data, the researcher did several steps such as:

- 1. The researcher downloaded the video of advertisement from YouTube, the advertisements was downloaded that appear on television most frequently.
- 2. The researcher watched the videos and transcribe the data into written language.
- 3. Identifying the utterances of the advertisement with underlined the word or sentence which containing in conversational implicature.
- 4. The researcher classifies those data based on the types of conversational implicature.

## 3.3 Data Analysis

After collected the data, the researcher started to analyze the data using the following steps. Miles and Huberman (in Denzim and Lincoln, 1994:429) state that there are three current flows of data analysis, namely, data reduction, data display, data analysis and conclusion drawing. There are some steps to analyze the data, Firstly, after the utterances in the advertisement have done classified and underlined based on conversational implicature, the researcher described the types of conversational implicature: Generalized Conversational Implicature and Particularized Conversational Implicature. The data described and analyzed based on the situation and context of the utterances. Then, before the researcher analyzed the data, the researcher make data display to classify the utterances based on the types of conversational implicature and Violation of maxim. After that, the researcher identified and analyzed each utterances one by one to get the second answer. The data based on types of conversational implicature started to analyze by violating the maxim to answer the second question. The purpose of this analyzed to know how conversational implicature used in the advertisement. Finally, the researcher make some conclusions from the result of analysis.

**Table 3.3.1 Data Display Types of Conversational Implicature** 

Data display is organized information including the final conclusion. In data display the researcher classified these utterances based on the types of conversational implicature.

| Data | Uterance | TYPES OF CONVERSATIONAL |     |  |  |
|------|----------|-------------------------|-----|--|--|
|      |          | IMPLICATURE             |     |  |  |
|      |          | GCI                     | PCI |  |  |
| 1    |          |                         |     |  |  |
| 2    |          |                         |     |  |  |
| 3    |          |                         |     |  |  |
| 4    |          |                         |     |  |  |
|      |          |                         |     |  |  |

Note:

GCI : Generalized Conversational Implicature

PCI : Particularized Conversational Implicature

**Table 3.3.2 Data Display Types of Occurrence of the Violated Maxims** 

| Data | Utterance | Violated Maxim |          |          |        |
|------|-----------|----------------|----------|----------|--------|
|      |           | Quality        | Quantity | Relation | Manner |
| 1    |           |                |          |          |        |
| 2    |           |                |          |          |        |
| 3    |           |                |          | $\neg$   |        |
| 4    |           | <b>7</b> k     | A        |          |        |
|      |           |                |          |          |        |
|      |           |                |          |          |        |