#### **CHAPTER III**

#### RESEARCH METHOD

In this chapter, the writer reveals the way of conducting the study such as research design, data source, research instrument, data collection, and data analysis.

#### 3.1 Research Design

The writer uses descriptive qualitative as the research design in this research because she collects the data to find the answers of the condition of the movie. According to Litosseliti (2010: 52), qualitative research is concerned with structures and patterns, and how something is. In other words, descriptive research attempts to describe, explain and interpret the condition. The descriptive qualitative method allows the writer to observe and describe the existing data. This research uses qualitative approach because the data is analyzed in descriptive phenomenon such as words, phrase, clause, sentences and utterance.

The study concerns with the conversational implicature of verbal irony that occurs in the dialogue of Shrek 2 animation movie. It has aimed to investigate what and how the conversational implicature of verbal irony being formed in dialogue of the movie entitled *Shrek 2*, determine the function of conversational implicature of verbal irony and determine how the way to express conversational implicature of verbal irony in the dialogue of *Shrek 2* animation movie.

This writer uses three theories for this research. First, implicature theory that proposed by Grice (1975) to identify the forming process of conversational implicature of verbal irony. Second, the theory of speech acts which is proposed by Searle (1975) to determine the function of implicature. Last, the writer also uses the politeness principle by Leech (1981) also uses to determine how the way to express conversational implicature of verbal irony. In this case, the writer collects the whole data related to verbal irony utterances in dialogue of *Shrek 2* animation movie.

#### 3.2 Data and Data Sources

The data of this study are the verbal irony utterances in dialogue of *Shrek* 2 animation movie which are indicated flout the maxim of conversation. The data are limited only the verbal irony utterances that flout the maxim of conversation since flouting maxim can generate conversational implicature. The data are obtained from the movie and the English subtitle transcript of *Shrek* 2 movie. The writer gets the English subtitle transcript from www.subscene.com. The writer prefers to select the English subtitle transcription in order to get accurate data. Furthermore, it is very helpful and efficient for the writer to conduct the research since the writer does not need to record and write down all the utterances in dialogue of *Shrek* 2 animation movie.

The writer also uses the movie in order to help the writer to find the verbal irony utterances in a movie before read the transcript. The movie that used by the

writer is *Shrek 2* movie. Shrek 2 is one series of the Shrek movie. Shrek movie is an American computer-animated fantasy comedy film produced by DreamWorks Animation which consists of four series; those are Shrek, Shrek 2, Shrek the Third and Shrek Forever After. The writer only chose *Shrek 2* since it used numerous verbal irony utterances. It is released in 2004 which consists of nineteen characters with duration in around ninety three minutes.

#### 3.3 Research Instrument

In qualitative research, the main instrument of this study is the researcher herself. Lincoln and Guba in Bogdan and Biklen (1982: 76) said that the only human instrument that is flexible to capture the complexity of the human experience. The other equipment used to help her in analyzing the data are the movie, the transcript, a computer, papers, and a pen.

## 3.4 Data Collection

The writer collects the data by using these following steps such as:

## 1. Watch the movie

The writer watches *Shrek 2* movie carefully and paid attention to the conversation in order to understand the content of it.

## 2. Read the script

The writer also reads the script and looked for the verbal irony utterance in the script.

#### 3. Underline the data

The writer underlines the verbal irony utterances which found in the script and movie. She also gives a number of the data.

### 3.5 Data Analysis

After the data are collected, the writer analyzed the data by four steps as follows:

#### 1. Identification

The writer begins the data analysis by identifying the conversational implicatures of verbal irony which flouts the maxim of Grice's cooperative principle, the function of conversational implicatures of verbal irony based on Searle's speech acts, and the way to express conversational implicatures of verbal irony based on obey or disobey on Leech's politeness principle. The writer uses tables for this identification to make the reader easier to understand.

Table 3.1. The Sample table of identifying the conversational implicatures of verbal irony.

Nie	Verbal Irony	Flout Maxim				T 1.	
No.	Utterance	Ql	Qn	Mn	Rl	Implicature	

### Notes:

Q1: Maxim of Quality

Qt: Maxim of Quantity

R1: Maxim of Relevance

Mn: Maxim of Manner

Table 3.2 The sample table of identifying the functions of conversational implicature in verbal irony.

No.	Verbal Irony	Implications		Spe	eech 2	Function		
140.	Utterance	Implicature	Re	Di	Co	Ex	De	Function
								1
								<i>P.</i>

## Notes:

Re: Representative

Di: Directive

Co : Commissive

Ex : Expressive

De: Declarative

Table 3.3 The sample table of identifying the way to express the conversational implicature of verbal irony.

No.	Verbal Irony Utterance	Obey/ Disobey Maxim						The way to Express	
1,00	, e12mi 21 022j e 0001 miloo	Ta	Ge	Ap	Mo	Ag	Sy	Po	Ip
		7							
						1			

#### Notes:

Ta: Tact Maxim

Ag: Agreement maxim

Ge: Generosity maxim

Sy: Sympathy maxim

Ap : Approbiation maxim Po : Polite

Symbols to fill obey/ disobey column:

Obey: o

Disobey: x

After identify the data, the writer put the result of identifying the conversational implicature, the function and the way to express the conversational implicature of verbal irony into one table. It is in order to make the readers easy to understand.

Table 3.4 Sample table of arranging the result of Conversational Implicature of Verbal Irony, the Function of Conversational Implicature in Verbal Irony, and the way to express of Conversational Implicature in Verbal Irony

No.	Verbal Irony	Implicature	Function	The Way to Express		
	Utterance			Po	Ip	
		4				

Note:

Po: Polite

Ip: Impolite

## 2. Classification

The writer classifies the conversational implicature of verbal irony based on their function and also the way to express the conversational implicature of verbal irony. The writer uses table to make it easier for the readers to understand.

Table 3.5 Sample table of classifying the conversational implicature of verbal irony based on the function and the way to express it.

No.	The Function and The Way to Express the Conversational Implicature of Verbal Irony	Number of Data		
1.	The Stating Function in Impolite Way			
2.	The Stating Function in Polite Way			
3.	The Refusing Function in Impolite Way			
4.	The Refusing Function in Polite Way			
5.	The Offering Function in Impolite Way			
6.	The Offering Function in Polite Way			
7.	The Vouching Function in Impolite Way			
8.	The Vouching Function in Polite Way			
9.	The Protesting Function in Impolite Way			
10.	The Protesting Function in Polite Way			
11.	The Begging Function in Impolite Way			
12.	The Begging Function in Polite Way			
13.	The Complaining Function in Impolite Way			
14.	The Complaining Function in Polite Way			
15.	The Reminding Function in Impolite Way			
16.	The Reminding Function in Polite Way			
17.	The Condoling Function in Impolite Way			
18.	The Condoling Function in PoliteWay			

# 3. Analysis

After the writer identify and classify the data, she analyzes deeply the implicature of verbal irony one by one based on flouts a maxim of Grice's cooperation principle, the function of each conversational implicature of verbal irony and the way to express the conversational implicature of verbal irony. She gives the context of situation and also the dialogue which consist of verbal irony utterance to make the reader easy to understand.