#### **CHAPTER III**

# RESEARCH METHOD

This chapter presents the method that the researcher used for this study. It includes research design, data source, data, data collection, research instruments, and data analysis.

# 3.1 Research Design

This study applied a descriptive qualitative approach. Qualitative tends to eliminate the number and gains the words of the reason. As Neuman (2007) said in his book *Basic of Social Research*, "Qualitative researchers often rely on interpretive or critical social science, follow a nonlinear research path, and speak a language of cases and contexts" (p. 85). Since this research focused on observing the flouting maxims that have been categorized, the research employed this approach for using free interpretation to describe the way of maxim flouted.

## 3.2 Data Source

According to the Creswell (1994) qualitative data can be collected through document analysis or visual material. The main data source was taken from *The Pursuit of Happyness* movie. This movie was directed by Gabriele Muccino and released in December, 15 2006 in USA.

#### 3.3 Data

The source data of this study was utterance produced by the main character namely Chris Gardner. The data was the dialogue's line contains of flouting maxims by Chris Gardner Gardner. Besides, the researcher enclosed some utterances which were produced by the other character to indicate the flouting maxims by Chris Gardner Gardner.

## 3.4 Data Collection

The main data was purely collected from The Pursuit of Happyness movie. The movie was downloaded from internet. The researcher also sought the transcription of the movie to strengthen the data. The researcher observed the movie by watching the movie for several times to make a deep understanding. Understanding the movie became the first step. After that the researcher matched the movie dialogue with the script by closely reading to make it sure that the script was same as the movie's dialogue. Then, the researcher marked the dialogues which contained of the flouting conversational maxim. It was conducted by observing the dialogue and highline the script. Finally, the researcher arranged the data which appeared from the movie and was continued in explaining the conversation which consisted of flouting maxims.

# 3.5 Instruments

In this research, the researcher is the main instrument for analysing the data. She did observation in the movie of *The Pursuit of Happyness*. A deep

observation in every utterance by Chris Gardner in the movie was used to collect the main focus in flouting conversational maxim. Below are the tools which were needed to be used:

- 1. Internet: to support the researcher to get the movie, the script and browsed some relates studies.
- 2. Sound: to support the researcher to match the data which was identified as flouting maxim.
- 3. Laptop: to support the researcher to write a report file.

# 3.6 Data Analysis

In analysing the data, the researcher did several steps. They were:

- First, the researcher watched the entire movie to understand the story.
   The movie was watched in several times to match it with the movie's script.
- 2. Then, the researcher did observation in the utterance of Chris Gardner to see the main focus of his flouting conversational maxim.
- 3. After doing observation, the researcher made a highlight in the script to mark in which part he flouted the maxims.
- 4. Next, the researcher classified the utterance and categorized it by using Grice theory to see which utterance included in flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner.
- Then, the researcher analysed the data based on the research questions.First, it explained the kinds of the maxims flouted and how Chris

Gardner flouted the maxim. Second, by seeing the context, the researcher gave the explanation of the reasons of Chris Gardner flouted the maxims. In the final, the researcher gave the description of the characterization of Chris Gardner by using self-interpretation based on the Chris Gardner's speech in his flouting maxims.

6. After collecting data, the next step was drawing the tables. The tables divided into three types. The first table showed the summary of flouting maxim by Chris Gardner in *The Pursuit of Happyness* movie. It was drawn to show the percentage of the data appeared.

Table 3.1

Sample Table of The Summary of Flouting Maxim by Chris

Gardner in *The Pursuit of Happiness movie* 

Flouting maxims	Data	Percentage
Quantity		
Quality		
Relation		
Manner		
Total		

The data was calculated to show the frequency. The formula used:

$$A = \frac{a}{tot} \times 100\%$$

Note:

A: The percentage of certain flouted maxim

a: The frequency of flouting maxims

*tot* : Total of the frequency of flouted maxims.

The second table was the finding of flouting maxims by Chris Gardner in *The Pursuit of Happiness* movie. A tick  $(\sqrt{})$  sign was used to code the type of maxim being flouting and the bold sentences was used to show the utterance being flouted.

Table 3.2

Sample Table of The Finding of Flouting Maxims by Chris

Gardner in *The Pursuit of Happiness* movie

		Flouting Maxim			im	
No.	Utterance	QN	QL	R	M	Characterization
1.						
2.						
3.						
4.						

Note:

QN : Flouting maxim of Quantity

QL : Flouting maxim of Quality

R : Flouting maxim of Relation

M : Flouting maxim of Manner

The third was drawn to make a summary of the ways and the reasons of Chris Gardner flouted the maxims as same as the data presented. This table was appeared in the finding and discussion chapter.

Table 3.3
Sample Table of Ways and Reasons in Flouting Maxims

No	Flouting Maxims	Ways	Reasons
1.	Maxim of Quantity		
2.	Maxim of Quality		
3.	Maxim of Relation		
4.	Maxim of Manner		

