

CHAPTER III

RESEARCH METHOD

In this part, the writer discusses research method. It consists of research approach, data source, data, data collection, research instruments, and data analysis.

3.1 Research Approach

The writer used descriptive qualitative approach. Descriptive in this study is designed to depict object and put all about description in literal meaning. Descriptive involves observing and describing object without influencing it in any way. While, qualitative means that data submitted is not in the form of numbers but script interviews, field notes, personal and official documents. So, the purpose of this qualitative research is reveal a reality deeply, in details and completely.

Thereby, the writer used descpritive qualitative approach in this method to focus on utterances in testimony of Dian Sidoarjo related with flouting maxims. Then, she used Grice Implicature in order to explain the meaning of utterances in testimony of Dian Sidoarjo.

3.2 Data Source

The data source in this research is texts of testimony which consist of some utterances. The text in testimony can be statement by customers and

conversation between Dian and her customers. This text was taken from Blackberry Messenger through Dian Online Shop's group. The writer is interested in Dian Sidoarjo's Testimony because the writer is interested in language used in Dian's testimony. Dian Sidoarjo always spreads her testimony in order to influence customers to buy her products. In her testimony she always uses many beautiful words to persuade customers. Thereby, the writer argued that testimony consist of flouting maxims.

3.3 Data

The data used in this study is qualitative. It means that all data in this study were utterances which consisted of flouting maxims used in testimony of Dian Sidoarjo. The utterances in testimony Dian Sidoarjo taken by the writer are conversation between Dian and her customers and also statements by her customers.

3.4 Research Instruments

According to Johnson and Christensen (2004:33), in qualitative research, the researcher is the instrument of data collection. It means that the researcher is involved in collecting, analyzing, and describing the data.

Thereby, the instrument is the writer. In this study, the writer becomes an important role. Through the writer, this study got as well as possible because through researcher's knowledge. It would be possible in collecting and analyzing data. The writer collected testimony in Dian Sidoarjo and understand the

utterances in conversation and statements testimony based on the context underlying.

3.5 Data Collection

In collecting data the writer used the following steps:

1. The writer printed out the testimony from Dian's BBM Group.
2. The writer made underline in testimony that consists of conversation and statements in order to understand the language used in the testimony.
3. The writer gave a mark in utterances of testimony which included of flouting maxims.

3.6 Data Analysis

In analyzing the data, the writer did several steps:

1. After the writer had collected testimony that has been categorized in flouting maxims, the writer identified the utterances to see what maxim had been flouted.
2. The writer classified the types of maxims in data based on Grice's Maxim of Cooperative Principle. In this step, the writer made table to categorize the utterances in each type of maxims. Those steps were done to answer question number one.
3. The writer tried to describe the way maxims are flouted. In this step, the writer analyzed the way flouting maxims were used in utterances. Those steps were done to answer question number two.

4. After that, the writer interpreted the meaning in data, in order to give explanation more about the reason of flouting maxim used in testimony of Dian Sidoarjo. Those steps were done to answer question number three.
5. Then, to achieve conclusion, the writer discussed all data in finding and discussion. Finally, the writer could draw conclusion based on pragmatics theory and Grice's theory.

