CHAPTER III

METHOD OF THE STUDY

In this chapter, the researcher explains the procedures of the research and the general srategies followed in collecting and analyzing the data. It will be divided into several parts, they are research design, research subject, source of data, data collection technique and data analysis.

3.1 Research Approach

This study designs in descriptive research because the purpose of this study is to describe the flouting and violating maxims used by the host on "*YKS*". By using a descriptive method, the researcer describes the classification of the flouting and violating maxim uttered by the host of *YKS* with Grice's maxims. Therefore, the researcher collects the data, analyzes, classifies and interprets them, and draws conclusion about the types of flouting and violating maxim uttered by the host of comedy show.

3.2 Technique of Data Collection

Data collecting technique is a technique to get and collect the data. Sudaryanto (1986:33) mentions five techniques of data collecting technique in linguistic research. They are:

1. recording technique, using recording instrument

2. noting technique, using card, book, note, and other document to analyze the research

3. separating technique, it is separating the similarities and the differences of the distributions

4. transferring technique, transferring the data to other data or book and

5. changing technique, changing the data which one not necessary to understand.

Besides that, based on Mahsun (2005: 218) says that there are three techniques that can be used to collecting the data in sociolinguistics. They are observation, survey, and interview techniques. From the technique above, the researcher uses transferring, recording and survey techniques to collect the data. Transferring technique is transferring the data to other data or book to collect the data. Recording technique, using recording instrument. And survey technique is the technique by see the fact in the field.

The procedure of collecting the data is as follows:

1. The writer download the Yuk Keep Smile program's in internet, watch the program, and then transfer to be script, and then prepare the recording instrument to record the conversation in the field

2. Then the writer identifies the flouting and violating maxims in Yuk Keep Smile

3.3 Technique of Data Analysis

In analyzing the data, the writer will identify the transcript dialog of the show which contains the hosts utterances. In this research, the writer intends

to analyze humor elements which use flouting and violating maxim, so the writer will only focus on the YKS's host's utterances which use code mixing and maxim to entertain the audience. Next, the writer selected which one includes flouting maxim and violating maxim.