

CHAPTER III

RESEARCH METHOD

This research method discussed the method that the researcher used in this study. The researcher explained the general process in collecting and analyzing the data. It consisted of research approach, data source, data, data collection, research instruments, and data analysis.

3.1 Research Approach

The researcher concerned with descriptive qualitative approach in her research. It focused on the conversation between the main character, Elizabeth and the characters who did the dialogue with her in the *Pride and Prejudice* movie which deal with utterances related to the flouting of maxims. In addition, this research focused on how finding how the contexts is created meaning.

The researcher identified and analyzed the rules of cooperative principle based on Grice's theory and explained the implied meaning or "*implicatures*" within the utterances conveyed by Elizabeth in the *Pride and Prejudice* movie.

3.2 Data Source

The data source was taken from *Pride and Prejudice* movie. It is of course supported by watching the movie. This movie was directed by Joe Wright and produced in 23 November 2005 in USA.

3.3 Data

The data of this study were the words, sentences, utterances, or expressions produced by the main character, Elizabeth. Also, to add deeper explanation, the researcher included some utterances produced by other character in a dialog related to Elizabeth. It was used to build or create the context that the utterances flouted by Elizabeth spoken in this movie. The researcher took dialogs in *Pride and Prejudice* movie that involves Elizabeth as the field to collect the data.

3.4 Technique of Data Collection

The data was collected through observation and transcribing data. The researcher got the data from the movie. It was downloaded from the internet because the writer found difficulties in finding the DVD. The researcher also downloaded the movie's script to enrich the data in this research. Because the main data was taken from the video, the researcher observed the video by watching it several times to understand the language phenomenon properly. After doing observations, the researcher matched it with the script in order to select the data as many as possible containing "cooperative principles". After that, the researcher arranged the data appearing from that movie.

3.5 Research Instrument

The main research instrument of this study is the researcher herself, who collected the data and analyzed the conversation in *Pride and Prejudice*. It is related to the flouting of maxims in the conversation used by Elizabeth in this movie.

3.6 Technique of Data Analysis

In analyzing the data the researcher did several activities:

1. Selecting and identifying the utterances spoken by Elizabeth that containing of flouting maxim. In this step, after collecting the data then the researcher selected them based on the research problems.
2. Then, the researcher identified the data based on Grice's theory of cooperative principle especially about the types of maxims used. After the types are identified, the researcher analyzed and interpreted the data found deeper in order to get the broad explanation about the types of maxims are flouted.
3. Next, to find out the finding from the data, the researcher discussed the whole data in order to get conclusion of the phenomenon based on the research problems. Then, determining why the main character flouted the conversational maxims based on the contexts.