CHAPTER III

RESEARCH METHOD

This chapter described the research method used in conducting the study. It contains research design, data collections; data and data source, research instrument, technique of data collection, and data analysis.

3.1 Research Design

In conducting this study, a qualitative research is proposed by the writer. Qualitative research refers to a process-oriented methods used to understand, interpret, describe and develop a theory in a research. It will attempt to broaden or deepen our understanding of how things came to be the way their views are, exploring a new area where issues are not yet understood or properly identified (Hancock, 2007, p.4). According to Dornyei (2007, p.35) state that qualitative research comprises data collection procedures in which the result is infinite, textual data which are analysed by non-statistical technique. On the other hand, regarding the generation of knowledge, qualitative research is characterized as developmental and dynamic, and does not use formal structured instruments (Holloway, 2005, p.4-6). It involves the systematic collection and analysis of subjective narrative data in an organized to identify the characteristics and the significance of human experience (Holloway, 2005, p. 47-51).

The qualitative descriptive analysis was adopted for collecting and analyzing the data of the conversational maxim that is violated by white and black people in *The Help* movie by Tate Taylor. The focus of this study is to find and analyze utterances which is delivered by the main characters, such; Aibileen, Minny and Skeeter that include the violation of maxim in their conversations. Besides, this study is also to seek out and interpret the utterances of the characters using Gricean theory of cooperative principle to know the relationship between violation of maxim and the characterization of the main characters.

3.2 Data Collection

3.2.1 Data and Data Sources

As Dornyei (2007) argued that the qualitative data works with the various types of recorded interview, various types of texts, and also images. In this study, the writer took the text data that is a form of utterances which include phrases and sentences produced by three main characters; Aibilien, Minny and Skeeter in Tate Taylor's movie *The Help*. It is adapted from a novel was published in United State in 2009 by Kathryn Stockett.

The data source of this study is a literary workwhich is taken from Tate Taylor's movie *The Help*. The writer will use the *pdf* version of the transcript which downloaded from www.genecartwright.comon Thursday, February 26th, 2015 at 09.43 AM. It contains 144 pages. The *pdf*version facilitated for the data collection in textual form because the qualitative data analysis had to be done in words.

3.2.2 Research Instruments

Themain research instrument of this study is the writer, because she collected and analyzed the data by herself. As Annum states that, by the observer, the writer was able to obtain firsthand information about objects, and eventful happening (2015, p.3).

Therefore, the writer collected the utterances to find out the answer of the research question. Further, she conducted the data with her original work without any questioner to solve the problem because the data is written text. So, the writer is a human instrument to solve the problem in this study.

3.2.3 Technique of Data Collection

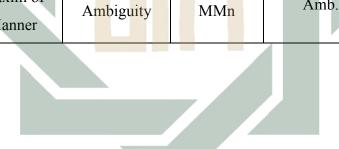
The procedures of collecting the data in this study are explained by the following steps:

- The writer downloaded *The Help* movie for watching the movie that was be the first step, it downloaded from YouTube which has English subtitle.
- 2. The writer printed out the entire data, *The Help* movie's transcript, by Tate Taylor that she has already have in the PDF-file form.
- 3. The writer read and understood the transcript of *The Help* movie by Tate Taylor. To get close comprehensively of the whole content, the writer read three times or more.

 The writer coded the kinds of violation of maxim which is uttered by the speakers, for finding part of dialoguesas many as possible that containing kinds of violation maxim.

Kinds of Vio	lation Maxim	Coding of Violation Maxim		
Maxim of	Less Informative More	MQn	L.i	
Quantity	Informative		M.i	
Maxim of Quality	Not Truth	MQI	N.t	
Maxim of Relevance	Not Relevance	MRv	N.r	
Maxim of Manner	Ambiguity	MMn	Amb.	

3.2 Table Coding of Violation of Maxim



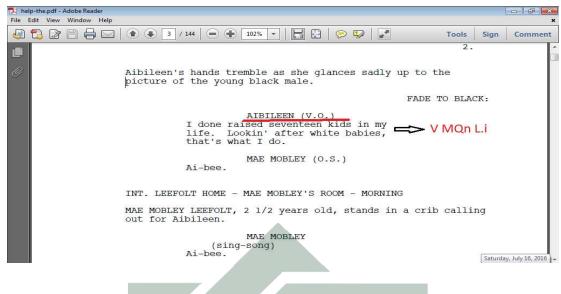


Figure 3.2 Violation of Quantity Maxim

The figure above shows that the data is taken from the conversation which is occurred by Aibileen. That conversation shows the violation of quantity maxim that is included of less informative.

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	. HOLBROOK HOUSE - ENTRY	FOYER STAIRWELL - SAM	10. S TIME	-
	NY JACKSON, 33, black, p s and shouts up the maho		olls her	
	MINNY Missus Walters?! coming down?	You need help		
	SUS WALTERS, 60, passes ring a heavy winter coat		She's	
	MISSUS I'm down. Been d	WALTERS lown.		
Min	ny jumps with a yelp, sp	ins around.		
	MINNY Gone give me a he	eart attack! 🖚 V. M	Ql N.t	
	sus Walters ambles towar heimer's have appeared,			-

Figure 3.3 Violation of Quality Maxim

The data is shown by Minny, is includes the violation of maxim of quality. The writer marked the utterance by signing green color. It shows that the kind of violation which is done by Minny is not truth.

3.3 Data Analysis

In analyzing data, the writer useddescriptive method and qualitative approach to analyze and expose the data. Descriptive method describes the object which is observed by using words. This method allowed the writer to come to analysis and interpretation the answer of problems that occur in this study. When analyzing data, the writer did some steps as follows:

- Identify the data, utterances, into each category of violation maxims. In this step, the writer identified the data in clearly rather than in data collection.
- 2. Classifying the identified data of *The Help* movie's transcript which contains violation of maxims. The writer took the number from the previous step to know which utterances include kinds of violation maxims.

No	Characters	Violation of Maxims		Data	Total	Percentage
1.	Aibilien	MQn	L.i	2		
			M.i	1, 3,		
		MQl	N.t	-		
		MRv	N.r	13, 37,		
		MMn	Amb	42		
2.	Minny	MQn	L.i	34		

			M.i	12, 38,	
		MQl	N.t	9, 6,	
		MRv	N.r	8, 10,	
		MMn	Amb	-	
	Skeeter	MO	L.i	65	
		MQn	M.i	5, 6,	
3.		MQl	N.t	4, 23,	
		MRv	N.r	7, 19,	
		MMn	Amb	17, 22,	
		Total			

3. The writer interpreted what the speakers actually try to extend their utterances by using the violation of maxims. Here, the writer took the data number 1.

Skeeter	: Did you know as a girl, growing up, that one day you'd be a maid?
Aibilien	: Yes, ma'am. I did
Skeeter	: And you know that because?
Aibilien	: My momma was a maid. My grandmomma was a house slave.

The example above is a dialogue which happens between Skeeter and Aibilien when Aibilien talks about her life. In quite situation, she tells some life of maids in Jackson, Mississippi. She stands at a kitchen sink washing dishes. She wears a yellow dress with black piping. In the conversation, Aibilien violate maxim of quantity because she says "*My momma was a maid. My grand momma was a house slave*" to Skeeter as the interviewer. It is something being more informative which overrated to her family's life when Skeeter gives a question of her historical-background.

- 4. Analyzing the relationship between violation and the characterization of the character's utterances that occur in the conversation. The purpose of this step is to know the characterization of the main characters that violated the maxim in *The Help*'s movie, they are, Aibileen, Minny and Skeeter
- Making conclusion. The writer made a conclusion based on the result of the steps above.