CHAPTER III

RESEARCH METHOD

In this chapter, the writer describes the research design, research instrument, data and data sources, data collection and data analysis.

3.1 Research Design

This research is descriptive qualitative research. Qualitative research concerned with developing explanations of social phenomena. It helps to understand the social word in live and why things are the way they are (Hancock, Ockleford and Windridge, 2009:7). Qualitative research aims to complete, detail description of what is observed which those purposes are contextualization, interpretation and understanding perspectives (MacDonald and Headlam, 2011:9). Bailey (1982) stated that qualitative descriptive research discusses about general cases in social phenomena and it describes specifically why and how it is (Mukhtar, 2013:11). The researcher agrees with Hancock, Ockleford and Windridge (2009) because this research is developing social phenomena about humor and its violation maxim. The researcher describes the kind of verbal humors and violation maxim of humor conversation which is emerged in *The SpongeBob Movie: Sponge Out of Water*, animated film.

3.2 Research Instrument

The main instrument in social and cultural research is the researcher because all of researcher's sense is used as an observation instrument (2013:109). There are two instruments in this research. The main instrument is the researcher herself who acts as the observer, the data collector, the analyst, and the reporter of

the findings. The second instrument included books, internet, data sheets, table, and laptop. Books and internet are functioned to collect some information of theories which used in this research; data sheets are employed to record the data which will be transferred into analysis table to be analyzed further; laptop is considered as a very helpful instrument with the most of processes of this study is finished.

3.3 Data and Data Sources

The data of research is things known or assumed (2013:99). The data of this research are collected from the script of *The SpongeBob Movie: Sponge Out of Water* animated film which downloaded from internet in which had adjusted to the movie manually. Data source are sources in which the researcher could get information or data in doing research (2013:107). The script of the animated film become the data source because it consists of humor conversation that includes words, phrases, or sentences which contained kinds of verbal humors and violation maxim.

3.4 Data Collection

Collecting data is used to get information in order to achieve the objective of the research (Gulo, 2002:110). The researcher collects the data of the research by following the several steps below:

1. The researcher watches and listens carefully the dialogue happen in the animated film, *The SpongeBob Movie: Sponge Out of Water* to get deep understanding context of the movie.

- 2. The researcher reads the transcription of the animated film, *The SpongeBob Movie: Sponge Out of Water* to find out humor conversation in which adjusted by action in the animated film.
- 3. The researcher collects humor conversation to reduce unimportant data from the script of the animated film.

3.5 Data Analysis

Miles and Huberman (1990) composed flow model analysis. There are four stages in this approach; collecting data; reduction; display data; and draw conclusion (2013:135). W. Gulo (2002) stated that the data which has collected is raw. There are three steps in data analysis; editing, coding, and then input in master sheet (2002:29). The researcher analyses the data by following the several steps below:

1. Collecting data

Collecting data means process in which the researcher uses instruments to get the data. The researcher collects words, phrases, or sentences of humor conversation. To make easier in collecting the data, the researcher puts them into table and gives code. The following code is applied.

Table 3: The Data Analysis

Code	Time	Context	Humor	Verbal	Violation
	Sequence		Conversation	Humor	Maxim
HC1	00:06:5-	Spongebob	Krabs: Thirteen,	Absurd	Relation
	00:07:05	comes to Mr.	fourteen, fifteen		
		Krabs who is	SpongeBob: Hey,		
		counting money.	Mr. Krabs, I		
		Suddenly a giant	thought we got		
		jar of tartar sauce	our tartar sauce		
		from Plankton hit	delivery on		
		the ground and	Thursday.		

covering	Krabs: (puzzled)
everyone and	Tartar
everything. The	(SPLAT! The
sauce dripped off	giant jar hit the
Mr. Krabs's nose	ground and
and claws.	exploded,
	covering
	everyone and
	everything with
	tartar sauce!)
	Krabs: Sauce?
	(Tartar sauce
	dripped off his
	nose and claws)
	PLANKTON:
	Bull's-eye!
	(LAUGHING)

Table above are coding process of the data which collects from the script. Furthermore, the researcher analyzes the data in order to find the kinds of verbal humor and its maxim violation. The researcher puts them into data analysis sheet (*Table 3.*) till get the result as HC1/Ab/Rel. It means that the datum of humor conversation number 1 contains kind of verbal humor, absurd, and does violation maxim of relation.

Below is the complete convention of abbreviation used in data coding.

HC: Humor Conversation

1 : Number of datum

Ab : Absurd

Am : Ambiguity

Anph : Antiphrasis

Ancl : Antanaclasis

En : Enthymeme

Htr : Humor Triple

Hyp: Hyperbole

Ir : Irony

Ma : Malapropism

Par : Paraprosdokian

Pu : Pun

Rep : Repartee

Sar : Sarcasm

Spo : Spoonerism

Qual : Maxim violation of quality

Quan : Maxim violation of quantity

Rel : Maxim violation of relation

Man : Maxim violation of Manner

2. Reduction

Reduction means selecting, focusing, and simplify the data. In this term, the researcher collects the research finding from table 3 into table 4 and table 5 to simplifying the display data.

3. Display data

Display data means building information systematically to drawing the conclusion. The researcher displays data based on the research finding. Those are kinds of verbal humor based on Attardo Salvatore (1991) and violation maxim based on Paul Grice (1975) of humor conversation in *The SpongeBob Movie:* Sponge Out of Water. The researcher also puts the frequency of existence based

on the finding so that the most kind of verbal humor and maxim violation in the animated film is found. See the following table below:

Table 4: The Kinds of Verbal Humor in *The SpongeBob Movie: Sponge Out of Water*.

No	Verbal Humor	Frequency	Percentage
1			
2			
3	<i>y</i>		
•••	7/4		
	Total		

Table 5: The Violation Maxim in *The SpongeBob Movie: Sponge Out of Water*.

No	Violation Maxim	Frequency		Percentage
1				
2				1
3			4	,
4				
	Total			

4. Draw conclusion

Drawing conclusion is also analysis activity. It means the researcher decides that the research is benefit or not. In this term, the researcher concludes the finding based on the research problem head for answer it and giving suggestion for further study.