

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher discusses the methodology that was used to conduct this research. The chapter consists of six subchapters. They are type of the research, data and data source, instruments of the study, data collection techniques, data analysis techniques, and triangulation. Every subchapter which has been mentioned above is discussed below.

3.1 Type of the Research

This research was descriptive qualitative research. The researcher focused on the object of the study to be analyzed. The data source was a movie entitled “Johnny English-Strikes Again”. As stated by Creswell (1998:65) A Person can conduct qualitative research in such a phenomenon whereas the researcher plays a role as the main instrument of the data collecting who builds interpretation, analyzes, and finally becoming to focus on the meaning sent from participants inductively, and creates an expressive language process. In qualitative research, the researchers analyze the data, developing the existing theory as the clarifying quantifiable, and finally raising up a new theory. Bodgan and Biklen

(1982:27) stated that qualitative research is descriptive data, the data is in the form of words or pictures, not the numbers.

As stated by Zuriah (2005:14) a descriptive approach can be interpreted as research that focuses on actual facts and the characteristics of the population based on the process to provide a systematic picture and careful attention. It provided the researcher as the analyzer, in this case, was a movie entitled “Johnny English-Strikes Again” to be analyzed contently. It concerned with the conversation of the characters in the movie to find types and the functions of implicatures in the movie. That was the reason why this research classified as descriptive research. The researcher used content analysis. Ary et al (2010:48) stated that in content analysis, it concerns with the process of analyzing and also building an interpretation of the chosen data likewise public records and textbooks contextually.

3.2 Data and Data Sources

The researcher decided to use a movie entitled “Johnny English-Strikes again” to be the source data of the study. The data focused the data of the research they were the conversations of the characters in the movie that were suspected to have implicatures in them. This movie is full of variation. As expected from the characters in the movie that come from many different ages, occupations, races, and education levels, this movie has enough data of implicatures from those variations mentioned. The researcher limited the data only on the flouted maxim utterances that

supposed to create conversational implicatures. Those were suitable with the goal of the study which was to find forms, types, and functions of conversational implicatures in the movie entitled “Johnny English-Strikes Again”.

3.3 Instruments of the Study

As a researcher, the data are needed to be collected due to the study he conducted. In this study, the researcher believed that an instrument is needed in order to collect the data. As stated by Arikunto (2010:265), to create a good quality of the research’s results, instruments are needed to collect the data that is supposed to be methodical and completely fulfilled.

The researcher used human instruments as the instruments of the study. Human instrument based on Sugiyono (2017:147-148.), is the key of the research to define the focus of the study, to gather the data and then to analyze it, interpret it also to conclude the research at the end of the process. Glaser and Strauss (1967) and Strauss and Corbin (1990) give a suggestion theoretical sensitivity should be there in the researcher qualification. In purpose to evaluate the skills of researchers and their readiness to carry out qualitative investigations, this theory is no doubt useful. The quality of the researcher is the main point in this part.

The other instruments that the researcher used to help the function of human instruments are software and hardware. The hardware used by the researcher was a laptop, and stationary like a pen, papers, etc. The

software that the researcher used in conducting this study was theories and supporting knowledge by the experts dealing with implicatures that had been discussed in the previous chapters.

The researcher adopted an instrument to build senses as an implicatures detector in the movie based on the expert's theories. Firstly, the researcher's capability as his background in English language education and his educational background in applied linguistics took part in building the senses in the process. Secondly, the senses were applied to detect the implicatures that appear in the conversations in the movie selected that were built upon the experts' theory of the characteristics of implicatures that were mentioned in the previous chapter.

Table 3.1. Implicatures Criteria based on Levinson (1983)

No.	Implicature Characteristics	Criteria
1.	Cancelable	Implicatures can be canceled in the precise condition.
2.	Non-detachable	There is no other chance to say what is said than maintaining the implicatures related.
3.	Nonconventional	Requires prior data of the conventional meaning of the sentence used.
4.	Calculable	The truth of the content of a conversational implicatures does not depend on the truth that is said.
5. \ 	Indeterminate	Implicatures has no specific criteria to be identified.

On the other hand, an utterance is categorized as implicatures if it violates 4 maxims of conversation that have been discussed in the previous chapter. Below is the table as the basis for the researcher to identify implicatures in a conversation of the film.

Table 3.2. Maxims of Conversation based on Grice (1975)

No.	Maxims	Characteristics
1.	Maxim of Quantity	<p>In maxim of quantity, the point to be focused on is that the information given in a conversation should be what is needed only and not more than it is necessary as long as the information covers the purpose of the conversation. Below, it goes the following saying.</p> <ul style="list-style-type: none"> a. Give information for only what is necessary. b. Do not give any information more than that it is required <p>For example: A: <i>Where is my toothbrush?</i> B: <i>under the shampoo.</i></p> <p>Example of flouting the maxim of quantity: A: <i>hey where is John?</i> B: <i>John is sick and he felt guilty and then he picked up his son when he went to his ex-wife house.</i></p>
2.	Maxim of Quality	<p>Maxim of quality concerned of truthfulness in the communication to achieve a good quality of communication. The speaker;</p> <ul style="list-style-type: none"> a. should not state the incorrect information b. should say sufficient evidence of the information. <p>For example: A: <i>Who is Barrack Obama?</i> B: <i>He is the first African American president of the United State of America.</i></p> <p>Example of flouting the maxim of quality: A: <i>How is a fish breathing?</i></p>

		B: <i>It is by drinking a glass of water.</i>
3.	Maxim of Relevance	<p>To acquire maxim of relevance the speakers have to deliver the message that is focused on the topic or theme they talk about without emphasizing something that is not related due to the topic then the communication process will be kept on relevant and not being interrupted.</p> <p>For example: A: Baby, please tell me, Do you love me? B: Yes I do.</p> <p>Example of flouting the maxim of relevance: A: <i>Will Ana go to a church tomorrow?</i> B: <i>Will a doctor drinks infected liquids?</i></p>
4.	Maxim of Manner	<p>The maxim of manner is concerned to determine how what is said is to be said. Be as understandable as possible.</p> <p>The speaker should;</p> <ol style="list-style-type: none"> a. Avoid unclear utterances b. Avoid ambiguity c. Be obscure d. Create the utterance orderly <p>For example: A: <i>Do you think she is attractive?</i> B: <i>Yes, she is very attractive; she is beautiful, smart and sexy as well.</i></p> <p>Example of flouting the maxim of manner: A: <i>Jerry ran to the moon and brought it down.</i></p>

The researcher also built interpretations of how the functions of implicatures in a conversation can be recognized based on the theory. Below is the table of the function of implicatures instruments.

Table 3.3. The functions of implicatures based on Putrayasa (2014)

No.	The Functions of implicatures	Characteristics
1.	Prohibiting	<p>The implicatures are used to prohibit someone from doing something in a conversation which is commonly found in the directive sentence and also statements.</p> <p>Example: A: <i>what if I can't come?</i> B: <i>Don't even think about it! I am a mean girl</i></p>
2.	Agreeing	<p>This implicature is agreeing with the statements of sentences that are appearing during the conversation.</p> <p>Example: A: <i>can I just sit here?</i> B: <i>I will be angry if you cancel your request.</i></p>
3.	Rejecting	<p>This implicature appears when the speaker is trying to say rejections to the hearer. This implicature is to prevent the hearer from being hurting by the rejection. Then that is why there is an implied meaning to make the conversation being polite.</p> <p>Example: A: <i>Mia is such a jerk. She hates everyone including me. You are her brother you should do something her to stop being annoying!</i> B: <i>do you like to hear massive sounds of a crying baby all night long?</i></p>
4.	Directing	<p>The purpose of the statement is to give direction during the conversation.</p> <p>Example A: <i>do you know my chicken?</i> B: <i>where do a chicken can go in this small house?</i></p>
5.	Requesting	<p>The implicatures are purposed to request something in the form of interrogative sentences or statements in general.</p> <p>Example: A: <i>It is cool stuff, can I just stare it all night</i></p>

		<p><i>long</i></p> <p>?</p> <p>B: <i>No, I just bought it</i></p>
6.	Stating	<p>These implicatures used to state something in the conversation. These implicatures tend to be in the form of statements that straightly state something. It also can be seen from the use of the words to depict the principal stating.</p> <p>Example :</p> <p>A: <i>Let us go back home ray</i></p> <p>B: <i>I'm here!!!</i></p>
7.	Complaining	<p>This implicature is usually in the form of statements that are used to show that someone is complaining about something during the conversation.</p> <p>Example:</p> <p>A: <i>Don't forget to put your pajamas on!</i></p> <p>B: <i>That is so suitable in beautiful hot weather like this!</i></p>
8.	Reporting	<p>These implicatures are commonly found in the form of questions and directive sentences. It is used to report information to the hearer in the conversation.</p> <p>Example:A: <i>Oh I'm worrying about Danny</i></p> <p>B: <i>I understand B is a very tiny boy at a young age so he can drive alone in the city and feeling fine.</i></p>

To conclude and simplify the explanation above the researcher adopted the experts' theories above into one tabulation. The tabulation was created to detect the implicatures in the movie. Below is the tabulation.

Table 3.4. Instruments of Identifying Forms, Types, and Functions of Conversational Implicatures

Establishing conversational implicatures	Step 1. Identifying Implicatures in general	Cancelable	It can be canceled in the precise condition.
		Non-detachable	There is no other chance to say what is said than maintaining the implicatures related.
		Nonconventional	Requiring prior data of the conventional meaning of the sentence used.
		Calculable	The truth of the content of a conversational implicatures does not depend on the truth that is said.
		Indeterminate	Having no specific criteria to be identified.
	Step 2. Identifying conversational implicatures	Flouting maxim of quantity	The information given in a conversation is less or more than it is necessary as long as the information covers the

			purpose of the conversation.
		Flouting maxim of quality	Truthfulness in communication to achieve a good quality of communication is not reached.
		Flouting maxim of Manner	What is said is not to be said. The utterance is not as understandable as it is supposed to be.
		Flouting maxim of relevance	The message that is delivered is not focus on the topic or theme they talk about and it is emphasizing something that is not related due to the topic then the communication is being interrupted.
Establishing the forms of implicatures	Step 1. Identifying the form of implicatures	Declarative Implicatures	- The implicatures are used to give information from the

			<p>speaker to the hearer.</p> <ul style="list-style-type: none"> - The implicatures are informative and declarative. -The hearer is not having responsibilities in replying this sentence uttered by the speaker. - The implicatures contain declarative intonation, in written variety, it is usually marked points or no marks.
		Interrogative implicatures	<ul style="list-style-type: none"> - It contains interrogative intonation, in a variety of written questions (?) and questioning particles. - It is proposed to have responds and answers.
		Exclamative Implicatures	<ul style="list-style-type: none"> - The purpose is to show

			<p>astonishments or admiration.</p> <ul style="list-style-type: none"> - It is marked with a dot sign, or exclamation marks as well. - It is symbolized with a high pitch.
		Imperative Implicatures	<ul style="list-style-type: none"> - It is shown whether in a soft tone or in a high tone. - In the written form these sentences are commonly marked with exclamation marks, dot marks or even interrogatives marks. - It is commanding and requesting as well as ordering something. - It is used to forbid, to apologize and to criticize something.
Establishing the types of	Step 1 Identifying	Generalized Conversational	The implicatures are

conversational implicatures	types of conversational implicatures	Implicatures	not required to take into account the additional meaning of the speech that is delivered
		Scalar Conversational Implicatures	It shows the values of an expressing quantity
		Particularized Conversational Implicatures	Implicatures need to discover contexts and background knowledge.
		Generalized Conversational Implicatures	The implicatures are not required to take into account the additional meaning of the speech delivered
Establishing the Functions of Implicatures	Step 1. Identifying the functions of implicatures	Prohibiting	The implicatures are used to prohibit someone from doing something in a conversation which is commonly found in the directive sentence and also statements.
		Agreeing	This

			implicature is agreeing with the statements of sentences that are appearing during the conversation.
		Rejecting	This implicature appears when the speaker is trying to say rejections to the hearer. These implicatures prevent the hearer from being hurting by the rejection. Then that is why there is an implied meaning to make the conversation being polite.
		Directing	The purpose of the statement is to give direction during the conversation.
		Requesting	The implicatures are purposed to request something in the form of

			interrogative sentences or statements in general.
		Stating	These implicatures used to state something in the conversation. These implicatures tend to be in the form of statements that straightly state something. It also can be seen from the use of the words to depict the principal stating.
		Complaining	These implicatures are usually in the form of statements that are used to show that someone is complaining about something during the conversation.
		Reporting	These implicatures are commonly found in the

			form of questions and directive sentences and used to report information to the hearer in the conversation.
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The researcher created data sheets to categorize the data from the analysis to be classified and categorized in further classification. To give facilities for the researcher and the reader in collecting the data, the researcher applied a coding system. This coding system simplified and helped the data collected to be easier to read after the data were collected. It is also the process of reducing data categorized and obtained which is sorted as a validated attachment. The table below is the form of the data sheet.

Table 3.5.Data Sheet of Conversational Implicatures.

No	Utterances Data	Forms And Functions	CI			MF				Contexts	Explanation
			G	P	S	M	M	M	M		
			C	C	C	Q	Q	R	M		
			I	I	L	n	l				

Note of Abbreviation:

CI : Conversational Implicatures

GCI : Generalized Conversational Implicatures

PCI : Particularized Conversational Implicatures

SCL : Scalar Implicatures

MF : Maxim Fluotation

MQI : Maxim of Quality

MQn : Maxim of Quantity

MR : Maxim of Relation

MM : Maxim of Manner

3.4 Data Collection Techniques

Based on the main aim of the research that was to analyze the implicatures in the movie the researcher has chosen the data of the study that was flouted maxims of conversation in the movie. He collected the data by using *the Simak catat* method in the study of the movie (Sudaryanto, 2015: 136). Here are the further steps the researcher has done in collecting the data.

1. Firstly, the researcher downloaded the movie transcription from www.explossiveskull.com to pursue the accuracy of the utterances of the characters of the movie.

2. Secondly, the researcher watched the movie at the same time he took notes carefully based on the dialogues of the characters in the movie that were suspected to flout maxims of conversation.
3. Thirdly, the researcher inputted the data into data tabulations. Below is the table example.

Table 3.6. . A Data Sheet of Conversational Implicatures.

No	Dialogue (times)	Agreement	Forms and Function/Purpose	CI			MF				Context	Explanation
				GCI	SCL	PCI	MQu	MQI	MR	MM		
1.	Bough.: Sir? Sir, I've just had a fax through from HQ. Background checks on all the guests that accessed the Wi-Fi network. Johnny.: You see? Who needs e-mail? (13.39)											

Based on the instrument, the researcher collected the data that are utterances that flout the maxim of conversations in the movie.

3.5 Data Analysis Techniques

The researcher used the *Padan Pragmatis* method (Pragmatics Equivalency) as the data analysis technique. Sudaryanto (2015: 15) stated that the authenticity or identity of the data is determined based on the level of equivalence, harmony, suitability, compatibility or similarity with the determinant tool that is concerned which at the same time becomes the standard of the validity of the data.

Based on Mahsun (2005:111) there are two major methods that can be used to analyze the data. The first one is *Padan Intralingual* (Intralingual Equivalency) and the second one is *Padan Ekstralingual* (Extralingual Equivalency). The researcher used *Padan Intralingual* method to analyze the data. The researcher used this analytical method in this study. This method is used by connecting and comparing lingual features, both in one language and in numerous different languages to evaluate the data (Mahsun, 2005:112).

As Miles and Huberman (1994) in qualitative research, activities are carried out interactively and continuously to completion, so that the data is saturated. Based on Miles, Huberman and Saldana (2014: 14) to have the obtainable results to analyze the qualitative data, the researcher did three steps they are; the process of data reduction, data display, data conclusion, and verification.

1. Data Reduction

The first step is that the researcher did data reduction. In reducing the data the researcher gave an unmistakable example and guide of the information and it was extremely useful to gather the following information gathering procedure to varnish the data. Based on Muhammad Idrus (2009: 150) data reduction are a selection process, simplification, abstracting, and transformation of data but still at a rough stage. In this step, the researcher focused on the data willing to be

analyzed by reducing the data that is not supporting the study. The the researcher decreased the data that were not suspected flouting the maxim of conversation in the movie. After data were collected, he reduced the data that are not categorized as conversational implicatures in the movie.

2. Data Display

In the second step, which is displaying the data, the researcher served the data into several categories. Based on Sugiyono (2007:95) narrative text is the most used way of displaying the data in qualitative research. The researcher did the step by doing analysis; the first one was the flouted maxim conversation, the second one was the types of implicatures that appeared in the movie, and the third was the functions and purposes of the implicatures itself. Below is an example.

Table. 3.7 .Data Sheet of Conversational Implicatures.

No	Dialogue	Agreement	Forms and Function/Purpose	CI			MF			Context	Explanation	
				GCI	SCL	PCI	MQn	MQl	MR			MM
3.	Johnny.: Now, then, what have we here? Bagelley.: Sorry, sir. (03:00)		Form : Imperatives in the form of apologizing. As seen from the speakers's intention, imperatives sentences are used to forbid, to apologize and to criticize something (Chaer 2010:93). Purpose and Function.....: The purpose of using this implicatures is to request an apologize to Johnny English that he is pretty careless not to get caught and trapped in the snare while practicing.			v			v	v	Johnny is practicing on the field with his students about how to camouflage. One of his student is named Bagelley, gets caught by him too soon. As seen from co-text is the text that surrounds the node, or word of interest, in the conversation. After respond from the question stated by Johnny, he states the name of the student he finds trapped.	This Implicatures is flouting maxim of manner. Based on the theory maxim of manner, the maxim of manner is more concerned on determining of how what is said is to be said. Being as understandable as possible is the main point. The sentence is also flouting maxim of relevance. The student is not replying Johnny's question, but he said sorry directly because he believed johnny is already recognized his name by looking at him and that is not relevance to Johnny's question. This is considered as particularized conversational implicatures.

3. Data Conclusion and Data Verification

The third step is that in this examination the researcher got the headway of the acknowledgment and made an end in light of the information shown. Miles and Huberman (1994:11) stated that the possibility for final conclusions to appear until the data collection is completed is very small, this depends on the size of the field record corpus; storage coding and agent funding collection methods, but they are often designed beforehand the beginning of the event when a researcher claims to have to continue inductively. Then the researcher created the data conclusion. The conclusions are made to answer the problem statement with valid data evidence. Data checking was where the researcher effectively finished up the information and the information affirmed at this procedure. Data verification was done by the researcher by cross-checking the data with the previous study (Idrus, 2009: 152). It is done to make the results of the study are more valid.

3.6. Triangulation

Based on Moleong (2006:330), Triangulation defined as the process of checking the data by utilizing something else. In relation, data validation is needed in the research. The data validation builds valid data analyses and theories. In data triangulation, to test the collected data for justification expert in the field of pragmatics, the

researcher built cooperation with Susana Widyastuti, S.S., M.A., Ph.D. as the expert. The purpose was to confirm that the data collected and analyses are representative of implicatures. Triangulation theory was conducted to affirm the study of theory and the results of previous research by requesting for experts' justifications to build validation that the theory and results of the research studied are indeed sufficient to be used as an analyzing basis. Then the researcher also conducted data validation with Supriyani, S.Pd.,M.Hum., and Boris Ramadhika, M.Pd. as peer data checkers in accomplishing this study.

Additionally, The researcher decided to use investigator triangulation by conducting cooperation with a supervisor that is Basikin, S.Pd., M.Phil., M.Ed, Ph.D. He supervised and evaluated also checked the credibility of the study conducted by the researcher.