

CHAPTER III

METHODOLOGY OF THE STUDY

This chapter presents about the method, data source, the technique of collecting data and the step of data analysis are used in this study.

A. The Method of the Study

This study used a qualitative research. According to Ary, qualitative research is based on a different philosophical approach, which sees the individual and his or her world as so interconnected that essentially the one has no existence without the other. It sees social reality as unique; thus, researchers can only understand human behavior by focusing on the meanings that events have for the people involved.¹

Qualitative research is inductive. it means qualitative researchers develop concepts, insights, and understandings from patterns in the data rather than collecting data to assess preconceived models, hypotheses, or theories.² Creswell defined qualitative research means for exploring and understanding the meaning individuals or groups ascribe to a social human problem.³

¹ Donald Ary, Lucy Cheser J, Chris Sorensen, *Introduction to Research in Education* (Belmont: Wadsworth, 2010) 23.

² Steven J. Taylor, Robert Bogdan, Marjorie L. DeVault, *Introduction to Qualitative Research Methods*(New Jersey: John Wiley & Sons, Inc, 2016), 8.

³ John W. Creswell, *Research Design Qualitative, Quantitative, and Mixed Methods Approaches Third Edition* (Los Angeles: SAGE Publications, 2009), 4.

Bogdan stated that qualitative research is descriptive. He also said we can collect the data from words or pictures rather than numbers. The data include interview transcripts, fieldnotes, photographs, video tapes, personal documents, memos, and other official records.⁴

The researcher decided to choose qualitative research as a approach in this study because it related with the main topic of this study about the flouting maxim of cooperative principle in a novel. This study is about human behavior in communication that is represented by the flouting maxims in the conversations among characters in this novel. This study will be descriptive and tended using an analysis. The data will be interpreted by the researcher herself with understanding the context and supported by some theories from the experts about cooperative principle.

This study used document/content analysis method data collecting. Document is often used as an umbrella term to refer to a wide range of written, visual, digital, and physical material relevant to the study (including visual images).⁵ Content or document analysis is a research method applied to written or visual materials for the purpose of identifying specified characteristics of the material.⁶ Content analysis as the technique of data collecting which consists of analysing the contents of documentary materials such as books,

⁴ Robert C. Bogdan, Sari Knopp Biklen, *Qualitative Research for Education An Introduction to Theory and Methods Fifth Edition* (Boston: Pearson Education, 2007), 5.

⁵ Sharan B. Merriam Elizabeth J. Tisdell, *Qualitative Research A Guide to Design and Implementation* (San Fransisco: Jossey-Bass A Wiley Brand, 2016), 162.

⁶ Donald Ary, Lucy Cheser J, Chris Sorensen, *Introduction to Research in Education*, 457.

magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed.⁷

In this study, the researcher used a novel entitled *Everything I Never Told You* written by Celeste Ng. Novel is one of the written materials that will be applied in content or document analysis method. The collected data will be identified and classified based on types of flouting maxim of cooperative principle which occurred in conversations among the characters in the novel. The study also will be analysed by describing the context in the conversations and based on the theory from the experts about cooperative principle to interpreted why the flouting occurred in the conversations.

B. Data Source

This study used a novel entitled *Everything I Never Told You* written by Celeste Ng as the data source. The researcher are interested in using a novel entitled *Everything I Never Told You* as the object of analysis because the uniqueness of the utterances of this novel and there are figurative languages in this novel which is one of the reasons the flouting maxim will be occurred. The flouting maxim of cooperative principle in this novel show the the connection between the characters in their conversations which is signaling how their relationship as a family. The source data consisted of 12 chapters and 183 pages.

⁷ C. R. Khotari, *Research Methodology* (New Delhi: New Age International (P) Ltd., Publishers, 2004), 110.

C. The Technique of Data Collecting

The data purely collected from *Everything I Never Told You* novel.

There are several steps were taken in collecting the data:

1. Downloading the novel through website www.8freebooks.net
2. Reading the whole novel entitled *Everything I Never Told You* by Celeste Ng
3. Learning the contexts and the situations, multiple times while reading the novel
4. Collecting and highlighting the utterances from characters' conversation which contain the flouting maxims of cooperative principle based on the types of maxim.

D. Data Analysis

The researcher used decriptive analysis technique to analyse the data. According to Tavakoli, descriptive analysis attempt to look individual, groups, institutions, method and materials in order to describe, compare, contrast, classify, analyse, and interpret the entitles and the events that constitute their various field inquiry⁸. After obtaining the data, the following specific steps are taken to analyse the data are:

1. Classifying the utterances which contained the flouting maxims of cooperative principle in the novel *Everything I Never Told You*

⁸ Hossein Tavakoli, *A Dictionary of Research Methodology and Statistics in Applied Linguistics* (Iran: Rahmana Press, 2012), 160.

2. Coding and categorizing the selected utterances and make a corpus
3. Analysing and interpreting the data which contained the flouting maxims of cooperative principle in the novel *Everything I Never Told You*
4. Identifying which maxim is most flouted in the novel *Everything I Never Told You*
5. Drawing conclusion based on the analysis to answer the research questions in this study

The analysis used Paul Grice's theory about the cooperative principle as a basic theory and also supported by some theories about cooperative principle from the other experts.