CHAPTER III

METHOD OF THE STUDY

This research method explained the method that researcher used in this study. It explained about how the researcher collected the data. Those were research approach, technique of data collection, source of data, instrument, procedure and technique of data analysis.

3.1. Research Approach

The researcher used descriptive qualitative approach to analyze his research study. Qualitative approach is characterized by its aims, which relate to understanding some aspect of social life, and its methods which (in general) generate words, rather than numbers, as data for analysis (Patton and Cochran, 2002: 2). These methods aim to answer questions about the what, how or why of a phenomenon (Patton and Cochran, 2002: 3). In this study, the researcher did not put numeric data because there was no question about how much and how many in statements of the problem. The researcher presented description to answer statements of the problem.

The researcher presented description about violation of maxim and the reason in this study. Descriptions always depend on the perceptions, inclinations, sensitivities, and sensibilities of the describer (Wiley and Sons, 2000: 335). In this study, the researcher described by own interpretation and the researcher also used theory of cooperative principle and classification of lay by Grice and Christoffersen to corroborate his interpretation.

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3.2. Technique of Data Collection

There are three points in technique of data collection. Those are source of data, instrument and procedure. The kinds of technique of data collection explained below.

3.2.1 Source of Data

The sources of data were *Vampires Suck* movie. *Vampires Suck* movie was directed by Jason Friedberg and Aaron Seltzer. *Vampires Suck* was released on August 18, 2010 in USA. The data of this study taken from the utterance that produces by Becca. Becca is one of the main characters that most often violates maxim in that movie.

3.2.2 Instrument

The main research instrument of the study was the researcher himself, because the researcher was an observer of this analysis. By the observer, researcher was able to obtain firsthand information about objects, and eventful happening (Annum, 2015: 3). The researcher collected the data by watching *Vampires Suck* movie. The data was Becca's utterance in that movie.

3.2.3 Procedure

The researcher used four steps to collect the data, they were:

1. The researcher searched the movie of *Vampires Suck* from http.ganool.com/vampires-suck-2010-extended-bluray-720p, access on October, 17th 2014.

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2. The researcher downloaded *Vampires Suck* the movie used Internet Download Manager (IDM) and saved to his laptop.
3. The researcher watched the movie and transcribed the conversation into script.
4. The researcher used orthography transcription to translate the data.

3.4. Technique of Data Analysis

There were three steps to analyze the data, the steps were:

1. The researcher selected and identified the utterances of Becca that contained of violation of maxims in *Vampires Suck* the movie. Then the researcher selected them based on the research problem.
2. The researcher classified the data based on violation of maxims used theory of cooperative principle by Grice. He classified based on violation of the quantity, quality, relation and manner maxim.
3. The researcher classified the data based on classification of lie by Christoffersen. He classified based on hide the truth, save face, fell jealous, satisfy the hearer, cheer the hearer, avoid hurting the hearer, building one's belief and convincing the hearer.
4. The researcher gave explanation about violation of maxim and the reason.
5. The researcher made a conclusion as the last part of his research.

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