CHAPTER III
METHODOLOGY

This chapter elaborates the research methodology employed in the present study. It covers the research questions, research designs and procedures for data collection and data analysis.

3.1 Research Questions

As mention in Chapter I, the study attempts to address the following research questions.

1. In what ways did SBY flout the CP maxims in his presidential interviews?
2. What were the functions of flouts of the CP in SBY's presidential interviews?

3.2 Research Design

As indicated in Chapter I especially part 2.2, this present study attempts to unveil the flouts of CP maxims in SBY's presidential interviews. It is largely qualitative which can be used to uncover and understand what lies behind any phenomenon about which little is yet known (Strauss and Corbin 1990: 75). According to Atkinson and Hammersley (1994), qualitative research starts with unstructured data, and through data analysis interprets meaning in verbal form to achieve a rich background and in-depth understanding of people or a phenomenon. A qualitative design was considered appropriate since this study also attempts to uncover and understand what lies behind SBY's interviews in

terms of his cooperativeness with others while performing interviews or dialogs. CP maxims flouts as the focus of the present study was identified through qualitative procedures i.e. by identification, classification and interpretation.

To further enhance the analysis, some quantification is employed. This procedure involves some descriptive statistics covering frequency and percentage of occurrences of the maxim flouts in order to examine trends in the flouts.

3.3 Data Collection

The data were in the form of interview discourse between SBY and Indonesian journalists in responding to current issues related to public interests. The data were collected through presidential official website: http://www.presidensby.info published by Bureau for Press and Media Presidential Household.

The reasons for choosing SBY's interviews as main data for the present study since as mentioned in Chapter I, as the President of Republic of Indonesia which has a large population with a large audience, the language used by SBY was interesting to be investigated in terms of context of the use of language in delivering his ideas or opinions related to social and political issues.

As also indicated in Chapter I, the selection of the samples was only in Indonesian-written interviews. This consideration was taken to acquire the authenticity and naturalness of SBY's utterances. Meanwhile, the method of sampling applied in the present study is a purposive sampling since the three data were chosen mainly based on the topics of conversation. The topics chosen for

analysis were those containing controversy on public service area and they became the national media's headlines and public discourse at that time as listed in the following table 3.1.

Table 3.1

INTERVIEWER LIST ALONG WITH THE TOPICS

No	Place, Date	Interviewer			Topic of Interview
		Name	**Profession**	**Media**	
1.	Cipanas Palace, February 3, 2010	Arief Suditomo	Editor in Chief	RCTI	The 100 Days of SBY's Government and Century Scandal
		Putra Nababan	Journalist/ Presenter	RCTI	
2.	The President's residence, May 25, 2007	Asmanu	Journalist	Suara Surabaya	SBY's Reaction on DKP and Foreign Fund
		Agil Samal	Journalist	TVRI	
		Johan Sarjono	Journalist	Elshinta	
3.	Cipanas Palace, August 13, 2006	Arief Suditomo	Editor in Chief	RCTI	Lapindo Mudflow Disaster and National Examination (UN)
		Ray Wijaya	Journalist	Global TV	
		Tyas Anggoro	Editor in Chief	Trijaya	
		Sururi Alfaruq	Editor in Chief	SINDO	

The topics of: (1) The 100 Days of SBY's Government and Century Scandal; (2) SBY's Reaction on DKP and Foreign Fund; and (3) Lapindo Mudflow Disaster and National Examination (UN) became central issues of public discourse at that time. The complete versions of the three data are available on appendix page.

3.4. Data Analysis

The data were in the form of interview transcripts taken from the presidential official website. The data were then identified, classified and analyzed. In order to address the first research problem, i.e. in what ways SBY flouts the CP maxims in the presidential interviews, the data were analyzed by identifying traces of flouts based on Grice's theory of maxims flouts which include the use of hedging (Yule, 1996), indirectness of utterance (Yule, 1996), the use of open answer (Tubbs and Moss, 1996), and the presence of detailed elements (Schriffin, 1994: 162-187).

The flouts were further classified based on types of maxim. Flouts of the maxim of Quantity in which a speaker flouts the maxim by blatantly giving either more or less information that the situation demands. Flouts of the maxim of Quality in which a speaker says something which is blatantly untrue or for which he or she lacks adequate evidence. Flouts of the maxim of Relation in which a speaker gives a response and observation which is very obviously irrelevant to the topic in hand, i.e. by abruptly changing the subject, or by overtly failing to address the person's goal in asking a question. Flouts of the maxim of Manner in which a speaker does not say clearly, concisely, orderly, and does not avoid ambiguity and obscurity of expression.

Meanwhile, in order to address the second research question, i.e. what the functions of flouts of CP in SBY's presidential interviews, the flouts are analyzed by identifying intentions of SBY's utterances when he was being interviewed by journalists related to social and political issues.