

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter presents the methodology of the study. It consists of research questions, samples of the study, research method, procedures of data collection, and procedures of data analysis.

#### **3.1. Research Questions**

This study was conducted to answer the problems that are formulated in the following questions:

1. What are types of flouting the maxims that occur in food vendors' utterances?
2. How do they flout the maxims?
3. What are the Speech Functions of their non-observance maxims?

#### **3.2. Subjects of the Study**

Subjects of the study were three food vendors who sold their products around the researcher' house. The first food vendor was the vendor who sold various food such as bread, cake (in Sundanese those cakes called getuk, kue sus, pisang aroma, and talem). The second vendor was the vendor who sold fresh vegetables such as spinach, chili, and carrot. The third vendor was vendor who sold curried lontong (a type of rice pie boiled and covered with banana leaf, cut up and mixed with curry).

It was impossible for the researcher to investigate the whole food vendors around her house because the purpose of this research was to obtain deep insight

about the linguistic phenomenon; this was not intended to discover statistical significant. This purpose would not be achieved if the subjects were not limited. Thus, this research only investigated three food vendors.

### **3.3. Research Method**

This present study employed a qualitative method. Wray, et al, (1998:95) write ‘a qualitative approach, by definition, involves description and analysis rather than for example the counting features’. It was applied to discover a pragmatic feature that was flouting the maxims in food vendors’ utterances. This method was also used to investigate the manners of the food vendors in flouting the maxims based on Gricean Maxims and the speech functions of their non-observance maxims. The study began with the formulations of the problems, data collection, data analysis, and then analyzed the food vendors’ utterances when they were communicating with their costumers.

#### **3.3.1. Procedures of Data Collection**

In conducting the study, the data were collected in November 2008. The data were gained through several processes:

a. Recording the food vendors’ utterances

In doing the study, the data were obtained through recording the conversation between the food vendors and their costumers. When they started to communicate, hidden audio equipment was activated to record the utterances uttered by them.

Recording took place on the dates 11<sup>th</sup> of November 2008 up to 21<sup>st</sup> of November

2008. It was done in order to make all the utterances were completely gained.

- b. Transcribing the conversations between the food vendors and their costumers.

The collected data were transcribed for further analysis. To make the researcher easier in analyzing the flouts of maxims which occurred in food vendors' utterances, the utterances was written in a dialogue form.

- c. Classifying the utterances that flouted a maxim.

The data that had been collected were classified based on the maxims which were flouting the maxims. Then, the data were analyzed through close reading on the utterances.

### **3.3.2. Procedures of Data Analysis**

This section presents the categorization of data found in the analysis. This was done by observing the utterances that showed the flouts of maxims.

Some following steps were taken to discover flouts of maxims in food vendors' utterances. These steps were also done to examine the manners of the food vendors in flouting the maxims and to discover the speech functions occurred in their utterances. Those steps were:

- a. Analyzing the classified data by using the theory of Grice's Conversational Maxims and Hallidayan theory.

The analysis was conducted by examining the speech functions which occurred in the food vendors' utterances based on Hallidayan theory and identifying their utterances that against the Gricean four maxims: quantity, quality, relevance and

manner. These utterances were categorized based on the types of maxim which are abbreviated as follows:

| NO | Type of Maxims | Abbreviation |
|----|----------------|--------------|
| 1. | Quality        | QL           |
| 2. | Quantity       | QN           |
| 3. | Manner         | MNR          |
| 4. | Relevance      | RLV          |

Table 3.1. Types of Maxims

The identification of the utterances which were flouting the maxims was written in table form. To differentiate between the utterances that showed flouts of maxims, the utterances which flouted the maxims were coded by the thick sign (**√**). The utterances were also written in italic.

b. Identifying the manners of the food vendors in flouting the maxims

The flouting of maxims was identified through various ways. The way of the food vendors flouted the maxim was divided into six ways. Those were:

1. Giving false evidence / fact

Giving false fact means that speakers were gave false information that did not have adequate evidence to the hearer.

2. Giving more information

Giving more information means that speakers were gave additional information which was not required by the hearer.

3. Giving less information

Giving less information means that speakers were gave incomplete or less information than was necessary by the hearer.

#### 4. Giving irrelevant answer / response

Giving irrelevant answer means that speakers were gave irrelevant comment/ answer to the hearer.

#### 5. Giving obscure expression

Giving obscure expression means that speakers were tended to give unclearly expression / utterances.

#### 6. Giving unnecessary prolixity (verbosity)

Giving unnecessary prolixity means that speakers were gave exaggerating utterances. Speakers were tended to give long answer to the hearer.

#### c. Examining the Speech Functions of the food vendors' utterances

According to Halliday (1985), there are four primary speech functions that are offer, command, statement, and question. Those primary speech functions are matched by a set of responses: accepting an offer, undertaking a command, acknowledging a statement and answering a question. Then, the data were examined based on those four primary speech functions. The classified data served in table form speech and the explanations of the speech function occurred in the food vendors' utterances were described after.

#### d. Analyzing the number of occurrences of the collected data that flouted the maxims

by using the formula of percentage as follows:

$$P = \frac{N}{F} \times 100 \%$$

P = Percentage

N= Total number of occurrence

F = Frequency of occurrence

