

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the methodology of the research including the formulation of the problem, data source, method of the research, and procedures of the study which involve data collection and data analysis.

3.1 Formulation of the Problem

The research is concerned with the violation of CP (Grice, 1975) performed by the comedians of a comedy program *Opera Van Java (OVJ)* especially in episode of *Keluarga Kecil Kurang Koordinasi (KKKK)*. Therefore this research was undertaken with the purpose of seeking answers to the research questions proposed in Chapter I. The questions are:

1. What type of maxims of cooperative principle that was mostly violated in the dialogues?
2. How do the comedians violate the cooperative principle?

3.2 Data Source

The data source was taken from a television comedy program entitled *Opera Van Java (OVJ)* in episode of *Keluarga Kecil Kurang Koordinasi (KKKK)*. The episode was recorded on Thursday, October 7, 2010. In this episode, the main character was played by Pak Sus (Sule) as the head of the family who married a young widow whose name was Dona (Dona Harun).

The story began with the loss of Seli, Pak Sus's daughter. She escaped from her house because she was disappointed with her parents' divorce. She was also so sad because her father married another woman. Seli then asked her friend named Lemon for help. She asked him for some solutions in facing her problem. Unfortunately, Lemon gave bad solution by suggesting Seli to consume drugs. Finally, Seli was really got addicted to drugs.

The writer decided to use this comedy as the data source because it contains many interesting conversations to be analyzed by Grice's conversational theory. Moreover, the writer chose the episode of *KKKK* from this *OVJ* comedy because it was a special episode which presented a new setting that was different from the earlier episode, in that it was a live show. Therefore, this episode was pretended as the most natural episode of its previous episodes.

However, the live show will be able to indicate the natural performance of the comedians in creating their jokes. If the comedy is a kind of live show, there will be no chance for the comedians to correct their utterances that omit their naturalness in producing their jokes. This reason has become a consideration of the writer to choose this episode in conducting the research with the hope that the episode will be able to present the original characteristic of the main comedians in this comedy in creating their jokes. So, it will be able to represent the whole episodes of the show with the same comedians.

3.3 Method of the Research

In this research, **the writer** adopted the qualitative descriptive research method. According to Creswell (1994), qualitative research is “an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem” (p.1). He stated that in this method, the researcher builds a complex, holistic picture, analyzes words, reports detailed views of informants, and conducts the study in a natural setting.

Qualitative research is fundamentally interpretive (Wolcott, 1994). It means that the researcher makes an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally or theoretically.

Furthermore, Creswell (1994) stated that qualitative research is seen as interpretive research since such biases, values, and judgment of the researcher become stated explicitly in the research report. Along this line, this study of the CP-violation in *OVJ* comedy would tend to be interpretive as **the writer** made an interpretation of the data analysis and drew conclusions based on the result of the analysis. **The writer** also stated them explicitly in her research report.

Along with the qualitative method, the study also employs descriptive method. According to Surakhmad (1990), descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject of the study. He reveals that there are

various techniques such as tests, observations, questionnaires, and interviews can be explained, analyzed, and classified by the descriptive method. Thus, descriptive method was considered as relevant to this study because it was aimed to describe the violation of cooperative principle in the *OVJ* dialogues especially in the episode of *KKKK* by using an observation technique in processing the data.

3.4 Validity Test

In validating the data, the writer did the analysis by referring to the rules of each maxim. The writer classified the violation to the maxims in the dialogues by considering the criteria of each maxim. After analyzing and classifying the data, the writer discussed the data analysis with some experts in language study.

As masters in language study, the experts gave big contribution in deciding the valid and invalid data. Thus, the data was considered as valid data because it was not only seen from the writer's own opinion and judgment but also as the result of sharing and discussion with the experts.

3.5 Procedure of the Research

3.5.1 Data Collection

In collecting the data, the writer developed the following technique of data collection:

- a. Preparing the equipments that would be used to record the show on television.

The equipments were a paper and a pen to note the important part of the

comedy (i.e. the characters, the setting, the title, etc), and a tape recorder to record the whole dialogues of the comedians in the show.

- b. Recording the show on Thursday, October 7th 2010, that ran 90 minutes from 08.00 pm to 09.30 pm.
- c. Transcribing the whole dialogues made by the comedians. In transcribing the dialogues, the research adopted a broad transcription method in which the writer focused on words, phrases, sentences, and discourse as a whole.
- d. Analyzing and classifying the utterances that were considered as violations of the maxims.
- e. Observing the ways of how the comedians violated the maxims by indicating the rules of each maxim.

3.5.2 Data Analysis

The analysis of the data was conducted through a close reading on the utterances and an observation on the dialogues or utterances that showed the phenomena of the violation of the maxims by using the Grice's theory.

In this research, the writer conducted some steps in processing and analyzing the data. The steps were as follows:

- a. Categorizing the expressions based on the types of the maxims found in the *OVJ* comedy.

In this process, the comedians' utterances that were considered as the violation to the maxims were classified into four types of maxim: maxim of quality, quantity, manner, and relation. Those maxims are abbreviated as follows:

Table 3.1

Abbreviations of the type of maxims

No	Type of Maxims	Abbreviation
1	Maxim of Quality	QL
2	Maxim of Quantity	QN
3	Maxim of Relation	RLT
4	Maxim of Manner	MNR

To mitigate identification of this analysis, the writer made a table of the category of violation to these maxims and its ways of violation. The following table is an example taken from the dialogue 16.

Table 3.2

Examples of the violation of the maxims and its way of violation

No	Sample of Expression	QL	QN	RLT	MNR	The way of the violation
16	<p>Seli : Emon, kok aku kok hari ini BT ya? Tahu gak BT?</p> <p>Lemon : BT apa?</p> <p>Seli : <i>Bau tengi</i>. Eh orangtua aku itu kan bercerai. Kawin lagi ama yang muda. Aku gak diperhatiin loh, aku gak</p>	√				False information

	diperhatiin loh.					
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The thick sign (√) is a symbol indicating the expression that violates the maxims.

- b. Detecting the number of occurrence from the collected data that was categorized as the violation to the maxims and then calculating its percentage by using the formula as follows:

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

P = Percentage

F = Frequency of occurrence

N = Overall number of occurrence

- c. Identifying the manner of the comedians in violating the maxims.

The manner of the comedians in violating the maxims was categorized into various ways. It was found that there are seven ways:

1. Giving false evidence or fact
2. Giving more information
3. Giving less information
4. Giving irrelevant response/ answer
5. Asking irrelevant question
6. Giving obscure expression
7. Giving unnecessary prolixity/verbosity

- d. Calculating the percentage of each way of violation (in point c) by using the same formula as described in point b.

3.6 Test Instruments

In analyzing the data, the writer used two instruments: a tape recorder and the transcript of the dialogues. The tape recorder was used to record the dialogues of the comedians in the process of collecting the data. By transcribing the dialogues from the tape recorder, the writer obtained the transcript of the dialogues which was then used to get the data analysis.

