RESEARCH METHODOLOGY

Research Design

This study is qualitative research. According to Hammersley (2013), qualitative research studies a small number and unstructured data with a form of verbal analysis and emphasizes the subjectivity in the data analysis part. Thus, Creswell (2013) argues that the purpose of qualitative study is to empower the voice of the subject or participant in the study. Based on the nature of qualitative research, this research design is suitable for the researcher to analyze the speaker's response during the conversation, notably on how the guest speaker managed to respond to the host speaker's questions.

Data Source

This study used one of Pandji's podcasts programs, Skakmat, as the main source of data analysis. The main data source was a one-hour Skakmat podcast entitled "Skakmat Zarry Hendrik". This podcast was aired on 4th December 2024 and featured Zarry Hendrik, a former Indonesian and stand-up comedian, as a guest speaker. The selection of this podcast episode is motivated by the primary topics that the host and guest speaker discussed.

The podcast covered two main topics of discussion, namely their opinions of Marshel Widianto's candidacy plan as a deputy mayor in South Tangerang and Zarry's experiences as a social media marketing team for one of the presidential candidates during Indonesian general election in 2024. Therefore, this study only analyzes the first topic discussion since it attracts considerable public interest. Marshel's Widianto is an Indonesian stand-up comedian who is planned to be elected as a deputy mayor candidate by Gerindra, along with the politician Ahmad Riza Patria in South Tangerang regional head election. The candidacy plan has sparked argument and controversy since Marshel is not a politician and did not have any political experience and education. In this context, Pandji invited Zarry to share his perspective since Panji disagreed with the candidacy plan, whereas Zarry supported it.

This study will focus on first topic discussion and take Zarry utterances from the podcast as a main data analysis, notably how he responded to Pandji questions. The study focuses on speeches uttered by Zarry Hendrik to analyze how he delivered implicature during conversation.

Procedures of Data Collections

In this research, the data is in the form of transcription. According to (Hepburn & Bolden, 2012), transcription is not simply to capture the word, but rather to capture how people talk as it happens in interaction. Furthermore, transcription is reproducible (Hepburn &Bolden, 2012) and provides direct access

when analyzing the data (Hepburn & Bolden, 2017). By using transcription techniques, the research is expected to illustrate the speaker's words as it happened during the conversation and provide direct access for the data analysis excerpt.

For the analysis, the research only used the first topic discussion specifically when the host and guest speaker is discussing Marshel. The first topic discussion lasted about seventeen minutes with a total of 94 dialogues between Pandji and Zarry. Additionally, the transcription is already provided by YouTube, and the researcher only revised the unclear words that cannot be generated properly to maintain the authenticity.

Procedures of Data Analysis

For the analysis, this study used several stages to observe and to identify the conversational implicature from the conversation. The primary techniques used in this research are a combination of reading the transcription and listening to podcasts. Both techniques were used to ensure clarity when analyzing the data.

Furthermore, the researcher watched the Skakmat podcast entitled "Skakmat Zarry Hendrik" to capture better understanding and context behind the speaker's utterances. Initially, the researcher assigned an initial for both speakers involved in the podcast. In the findings section, Pandji Pragiwaksono referred as P while Zarry Hendrik referred as H. Furthermore, transcription is also used as a textual reference, enabling the researcher to observe any linguistics feature containing the elements of implicature and serve as a data excerpt in the discussion section.

While analyzing the data, the researcher only focused on Zarry's statements, notably how he responded to the question. The speaker's statements were categorized in accordance with the criteria of Dinges's (2015) conversational implicature which are the Observation implicature and Exploitation implicature. When categorizing the data, the researcher checked the types of maxims contained in both Observational and Exploitation implicature to describe which maxims were obeyed or violated in conversation.

The purpose of performing this data analysis technique is to uncover the layers of meaning from the speaker's statement, particularly to review the guest argument and provide insight into how the discussion among ordinary people with political discussion themes was held in virtual space like a YouTube podcast.