# CHAPTER III

# RESEARCH METHODOLOGY

This chapter presents the methodology used in this study. As mentioned in Chapter I, this study seeks to investigate the conversational implicatures during the debate between 2012 candidates of Jakarta Governor and to identify which maxims failed to observe by the candidates, also to find what implicature that is attained from the violated maxims. The rest of this chapter presents the data collection, the data analysis and a sample of the data alaysis.

## Research Design

This is a descriptive qualitative study, for it involves descriptive data in the form of written and spoken data (Sudarma, 1993). The descriptive nature of the study is visible from the main goal of this study which is to reveal what cooperative principles failed to observe by the governor candidates. In order to solve the problem of this research, there are two steps taken namely data collection and data analysis.

## 3.1   Data Collection

Data were taken from DKI Jakarta governor candidates debate aired on Metro TV on August 4, 2012. Data relevant to implicatures were marked and numbered. This method is called comprehension method as proposed by Sudaryanto (1993). The procedures of this study were undertaken by the process of recording the candidates' debate show, Transcribing the results of these candidates debate, identifying the conversation according to Grice (1975)'s theory of cooperative principles and classifying the violated conversational maxims.

## 3.2   Data Analysis

The data were analyzed by classifying conversations which are violating the cooperative principles. Describing some additional meanings derived or called

implicature comes after the process of identification is done. These conversational implicatures were obtained by interpreting the non-observant conversations according to Grice (1975)'s maxims. Interpretation can be done by connecting the data with linguistic context and social context which includes the elements of situation, culture and ideology. A sample of the data analysis is as follow:

**A question from panelist:**

(Bahasa Indonesia)
"Apabila kita melihat ternyata inflasi di Indonesia eh.... di jakarta, itu sangatlah tinggi. Nah, bagaimana stabilitas harga terutama kebutuhan pokok masyaakat Jakarta, yang miskinnya, bisa distabilkan? apa yang harus dilakukan?

(English)
"When we also look at the actual inflation in Indonesia eh… in Jakarta, it is very high. So, how can the price stability especially on the essential needs for Jakarta people, especially the poor, be stabilized. What will be done?"

**The response from Alex Nurdin:**

(Bahasa Indonesia)
"Bagaimana menstabilkan bahan pokok... mengetahui kalau masalah kebutuhan pokok mencakup tingkat nasional, saya pikir banyak gubernur yang akan datang ke menteri-menteri yang bersangkutan terhadap isu kebutuhan pokok ini untuk menyelesaikan kasus ini. Maka dari itu, pemerintah pusat haruslah bisa bekerja sama dengan pemerintahan jakarta dalam menyelesaikan masalah ini. Hal ini serupa dengan apa yang pernah kita alami, minyak contohnya. Bagaimana cara kita melakukan proses dalam mengkonversi gas emh... minyak menjadi gas. Hal tersebut membutuhkan kerjasama yang baik."

(English)
"How can the stability of the essential needs… since the issue on the essential needs copes nationally, I suppose more governor will come to the ministries relevant to the issue on the essential needs to solve the problem. More data regarding poverty caused by the essential needs. Thus, the national government will be able to cooperate with Jakarta to solve such problem. It's just like what we experience, oil for example. How is the process to convert gas emh… oil to gass. It needs a good coordination."

From the sample, Alex does not seem to understand what is being asked by the panelist. Thus, the response given is less relevant to the question. Such a thing causes the flouting of relevance maxim. The implicature attained is that

Alex has not got definite ideas on how to overcome the problems on poverty and the unstable price of the essential needs.

The response that should have been given by Alex to be obedient to the relevance maxim is as follow. "As a new personnel in government environment, we will discuss the issue regarding the essential needs with the respective departments and discuss the strategies to be taken to stabilize the price of the essential needs."

## 3.3    Concluding Remarks

This chapter has discussed the methodology applied in conducting this study. The data collection, data analysis framework, and example of data analysis have been discussed clearly. In order to answer the research questions, further data analyses and data presentation will be developed and presented in the next chapter.