

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter contains procedures used while investigating data to answer the research questions in the paper.

#### **3.1 Research Method**

The research design which is used in this study is qualitative. Qualitative research is the method of choice under a number of circumstances (Fischler, 2006). The data from an interview video entitled “29 Mei 2013 Gub. Bpk. Jokowi Wawancara ABC Radio tentang ‘Future Development of Jakarta’” transcript, identified, classified and discussed. The methods are used to identify the maxims flouted in Joko Widodo’s answer and the presuppositions underlined in the answers.

#### **3.2 Data Collection**

In this chapter, data sources and data collections were described in two sub-chapters.

##### **3.2.1 Source of Data Collection**

The data of this study was transcript of interview video entitled “29 Mei 2013 Gub. Bpk. Jokowi Wawancara ABC Radio tentang ‘Future Development of Jakarta’”. The video was taken from Pemprov DKI’s channel on YouTube. The interview was held by ABC Radio’s announcer Waleed Aly, at the guest room of the governor’s building in May 29<sup>th</sup> 2013. The video duration was 27 minutes 46 seconds and the topic of discussion was the future development of Jakarta. The transcript was attached in the appendices.

When the interview was held, Joko Widodo was the governor of Jakarta. Joko Widodo who has popular nickname “Jokowi” was born in June 21<sup>st</sup>, 1961 (Bacherald, 2014). He spent his childhood living on Anyar riverbank in Solo,

Central Java, and he often spent his afternoon helping his father who was a wood seller. After finishing his university degree at Gadjah Mada University, he worked for state-owned company before he built his own business in manufacture (Bollier, 2014). He has no basic as a politician and his first step into politic world happened when he was chosen as candidate for mayor of Surakarta from a group of Solo business leaders. One of the aims that Jokowi proposed was to simplify government procedures to increase investment and this made him won the election in 2005 with 36 percent or the largest single bloc.

Jokowi has popular method of knowing the situation of the citizen, which is known as *blusukan*. This is Javanese word for ‘unannounced visit’. He often came to government building in the morning to check the public services and several times he had to call the official because they were not there yet, even though the time for the service was already passed. He also fired some staffs with bad work performance and often came late for work. His methods made the citizen liked and loved him, and it was proven when he was elected as the mayor for the second period in 2010 with 90 percent of the votes, even though he chose to work instead of campaigning (Bacherald, 2014).

In 2002, Megawati as the leader of PDI-P party chose Jokowi as the candidate to run for Jakarta’s governor election. With his partner Basuki Tjahaja Purnama who also popular with his nickname ‘Ahok’, they presented fresh and smart campaign with interesting work programs. In September 2012, Jokowi and Ahok won the election and leapt to national prominence (Bacherald, 2014). As the new governor of Jakarta, Jokowi focused his attention on inefficiency and corruption, Jakarta’s flooding problems, and introducing a universal healthcare system for the capital’s residents (Bollier, 2014). Jokowi also tried to apply the idea of transparency in every aspect of the government’s works and the youtube channel of Pemprov DKI was one of the evidence. The channel focuses on sharing meetings, interviews, and all activities of governor and vice governor of Jakarta in videos.

### **3.2.2 Procedures of Data Collection**

There are some activities that the writer did before analyzing the data. The writer downloaded the video from Pemprov DKI YouTube channel, watched and transcribed the interview, and marked Joko Widodo's answers and responses. To minimize the possibility of error in the transcription process, the writer watched the video again, checked the transcript and checked Joko Widodo's answers and responses.

### **3.3 Data Analysis**

The data analysis was conducted in following steps:

1. Identifying

Through the transcript data from the interview, the writer identified the pairs of question and answers (or response) in the video.

2. Classifying

After identifying the data, the writer classified the answers and responses from Joko Widodo from the interview based on the flouted cooperative principle's maxims and presupposition trigger. The tables below were used to classify Joko Widodo's answer and response.

**Table 3.1**  
**Table Analysis of Maxims**

**Lines 13-14**

	CONVERSATION	FLOUTED MAXIMS	TOKEN
Interviewer:	Okay. How many people need to move in a city like Jakarta?		
Jokowi:	For example... ah.. in.. Pluik.. Pluik Dam yeah? It much more around 7.000 family.	Quality	The data which Jokowi gave was not the complete data.

**Table 3.2**  
**Table Analysis of Presupposition**

**Lines 27**

JOKOWI'S ANSWER	TYPE OF PRESUPPOSITION	PRESUPPOSITION
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Jokowi:	Of course from <b><u>our local budget.</u></b>	Existential presupposition.	There is a local budget.
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### 3. Discussing

Discussing is the final process of analysis. In this section, the writer discussed the results of the analysis which were classified in the table analysis of maxims and table analysis of presupposition, and elaborated them thoroughly to answer the research questions. The analysis was supported by some reference books.

### 3.4 Closing Remarks

This chapter has described the method of the study. It comprised the description of the research method, data collection (source and procedures of data collection) and data analysis. The method which has described here is applied in investigating the purposes of the study.

