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 29th 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 21st, 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

<table>
<thead>
<tr>
<th>Lines 13-14</th>
<th>CONVERSATION</th>
<th>FLOUTED MAXIMS</th>
<th>TOKEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviewer: Okay. How many people need to move in a city like Jakarta?</td>
<td>Quality</td>
<td>The data which Jokowi gave was not the complete data.</td>
<td></td>
</tr>
<tr>
<td>Jokowi: For example... ah.. in.. Pluik.. Pluik Dam yeah? It much more around 7.000 family.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Table 3.2
Table Analysis of Presupposition

<table>
<thead>
<tr>
<th>Lines 27</th>
<th>JOKOWI'S ANSWER</th>
<th>TYPE OF PRESUPPOSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Jokowi: Of course from our local budget. Existential presupposition. There is a local budget.

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.