

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter describes the research methodology. It includes the objectives and procedure of the research, data sources, and techniques of collecting and analyzing data.

#### **3.1 Research Objectives**

In debates, people tend not to respond to the discussed topics briefly and clearly. They are likely to talk more than is required and irrelevantly. They also tend to beat around the bush in responding to questions given. As a result, The Grice's Cooperative Principle is often violated.

As regards the aforementioned case, this research is concerned with the Grice's Cooperative Principle. It is mainly conducted to investigate the occurrence of violations to Grice's Cooperative Principle in debates. Furthermore, this study is developed to explore the answers to the following questions:

1. What conversational maxims are violated?
2. How are they violated?
3. What is the most frequent violated conversational maxim that occurs and why?

### 3.2 Research Design

The study applies a qualitative descriptive approach. This approach emphasizes more on words rather than the numbers or counting features. Since the focus of the study is utterance analysis, it is appropriate to apply the abovementioned approach as the methodology of this study.

#### 3.2.1 Data Source for the Study

Three Metro TV's talk shows become the sources of the study, they included:

1. "Televisi sebagai Guru Bangsa" in *Padamu Negeri*;
2. "Menyelamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual" in Save Our Heritage Round Table Dialogue; and
3. "Temasek Terancam Penalti" in Today's Dialogue.

Profiles of each talk show are presented below:

##### ***Padamu Negeri***

"Padamu Negeri" is a talk show that invites numerous participants and uses electronic voting system to involve all of them to the discussion. Hosted by DG, this show is broadcasted every Thursday at 20.05.

Broadcasted in November 22, 2007, "Televisi sebagai Guru Bangsa" was randomly chosen as one of the show's topics to be examined in this study. It invited AA; the Minister of Communication and informatic; MR; KomTeve and ATVSI; students of Faculty of

Communication of University of Indonesia, National University, Al Azhar University Jakarta, dan Permadida Mulya University; and YPMA KIDIA and *Koalisi Hari Tanpa TV* as participants.

### **Save Our Heritage Round Table Dialogue**

“Save Our Heritage Round Table Dialogue” was a talk show showed in December 20, 2007 at 20.05, hosted by FL, and chosen randomly

The participants of the show were AM, President’s spokesperson; AL, Southeast Asian observer; HM, a member of Committee 1 of the House of Representatives; and AR, Director of Hak Cipta and Desain Industri and Directorate General of HaKI Departemen Hukum dan HAM (Law Department and Human Rights).

It was also participated by culture community, Reog Ponorogo community, and students of Faculty of Economy of Trisakti and of Post-Graduate of University of Indonesia. The topic discussed was “Menyeleamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual.”

### **Today’s Dialogue**

“Today’s Dialogue” discusses many current issues in various topics. This show holds tense debate involving pro and contra sides of a discussed topic. It is broadcasted from Monday to Wednesday at 22.05 and hosted by MH.

Broadcasted on Monday, November 12, 2007, “Temasek Terkena Penalti” was the randomly chosen topic of the show to be analyzed in this study. It invited NA, an economic expert and MI, the Head of KPPU as the participants.

### 3.2.2 Data Collection

Procedure of the research began with data collection by applying random sampling method. Recording the talk shows—namely *Today’s Dialogue*, *Padamu Negeri*, and *Save Our Heritage Round Table Dialogue*—became the first step in collecting the data. The recording contained advertisements, introduction of topics and debaters, musical performance, and discussion about the topics.

The second step taken to collect the data was transcribing the dialogue. It included the introduction of the topics as well as debaters and the discussion itself.

As words, phrases, utterances, and discourse became the focus of the analysis, close reading was taken to pick up all dialogues where violations to Grice’s Cooperative Principle were assumed to occur.

### 3.3 Data Analysis

The data were analyzed in order to answer the research questions. It began with close reading on the utterances and observing the dialogues or utterances where the violations to Grice’s Cooperative Principle were assumed to occur.

Subsequently, they were analyzed by applying theory of Grice's Cooperative Principle.

The data were analyzed based on their talk show. In other words, the three talk shows were analyzed one by one. Subsequently the conclusion of each talk show was drawn.

Number of lines in each analyzed utterance of the three talk shows was attached to make it easier to find the violation of the conversational maxims that occurs in the utterance. Moreover, green highlight mark was used to differentiate the violated chunk of an utterance with inviolate one—in the same line. Blue highlight mark was used to mark different type of violated maxim in the same utterance. Here are samples of the analysis—taken from Save Our Heritage Round Table Dialogue:

- |       |  |   |
|-------|--|---|
| 1. FL | : <i>Jadi sampai berapa tahun kalau tidak diurus, Pak?</i><br>(So up to how many years if no one takes care of it, Sir?)   | 1 |
| AR    | : <i>Tidak ada jangka waktu. Selama itu dipelihara. Oleh sebab itu kita wajib memeliharanya.</i><br>(There is no time limitation. As long as it's taken care of. That's why we have to take care of it.) | 5 |

AR, in the dialogue above, answered FL's question more than what was needed. He mentioned that there was no time limit in the problem discussed—which was the only answer required; nevertheless, he made a suggestion that Indonesia had to maintain its culture—which was actually not being asked. It can be found in lines (3) to (4) or (5) to (6).

2. FL : *Misal saya mendaftarkan peuyeum gitu bayar tidak?* 1  
 (If I register *peuyeum*, should I pay or not?)
- AM : *Peuyeum itu bukan punya Anda.*  
*Tapi kalau Anda desain sebuah baju, baju itu mau Anda*  
*daftarkan ke situ. Harus bayar dong! Anda kan mendapatkan* 5  
*keuntungan ekonomi dari situ.*  
*(Peuyeum is not yours.*  
*But if you designed a cloth, and you want to register it, you*  
*need to pay! You get economic advantages from it, right?)*

AM stated vaguely whether FL had to pay her inventory or not. He just mentioned that *Peuyeum* did not belong to FL. It can be found in line (3) or (7).

He also added unrequired information to FL and other participants that if FL designed a cloth, and she wanted to list it, then she had to pay. Lines (4) to (6) or (8) to (9) show the violation.

The next step taken was drawing the violation through a table to explore the most frequent violations to Grice's CP in each and all talk shows. The violated dialogues or utterances were entered to the table and classified based on the types of maxims, namely maxim of quality (QUAL), maxim of quantity (QUANT), maxim of relation (REL), and maxim of manner (MAN).

The violated utterances were highlighted in order to differentiate them from inviolate ones in the same line. In addition, the tick (✓) sign is used to code the type of maxim being violated. The sample of the table is presented below:

**Table 3.1**  
**Table of Sample of Violations to Cooperative Principle**

No.	Speaker	Sample of Expression	Violations to Maxim			
			QUAL	QUANT	REL	MAN
1.	FL	<i>Jadi sampai berapa tahun kalau tidak diurus, Pak?</i> (So up to how many years if no one takes care of it, Sir?)				
	AL	<i>Tidak ada jangka waktu. Selama itu dipelihara. Oleh sebab itu kita wajib memeliharanya.</i> (There is no time limitation. As long as it's taken care of. That's why we have to take care of it.)		√		
2.	FL	<i>Misal saya mendaftarkan peuyeum gitu bayar tidak?</i> (If I register peuyeum, should I pay or not?)				
	AM	<i>Peuyeum itu bukan punya Anda.</i> (Peuyeum is not yours). <i>Tapi kalau Anda desain sebuah baju, baju itu mau Anda daftarkan ke situ. Harus bayar dong! Anda kan mendapatkan keuntungan ekonomi dari situ.</i> (But if you designed a cloth, and you want to register it, you need to pay! You get economic advantages from it, right?)		√		√



The table above will be presented in the appendix. The next step taken was transfer the result of the table above to the table below to make it easier to see the frequency of each maxim occurrence in each and all talk shows:

**Table 3.2**  
**Sample Table of the Sum of Violations to the Conversational Maxims**

No.	Talk Shows	Violation to Maxim				$\Sigma$ Violation to All Maxims per Talk Show
		Quality	Quantity	Relevance	Manner	
1	Padamu Negeri					
2	Save Our Heritage Round Table Dialogue					
3	Today's Dialogue					
	$\Sigma$ Violation to Each Maxim in All Talk Shows					

The table above shows the sum of the violations to the Conversational Maxims. In addition, the table below shows the percentage of the violations:

**Table 3.3**  
**Sample Table of the percentage of the Violations to the Conversational Maxims**

No.	Talk Shows	Violation to Maxim (%)			
		Quality	Quantity	Relevance	Manner
1	Padamu Negeri				
2	Save Our Heritage Round Table Dialogue				
3	Today's Dialogue				
	% Violation to Each Maxim in All Talk Shows				



After analyzing the whole data, consolidated conclusion is drawn to reveal the answers to the research questions of the study.

### 3.4 Concluding Remark

This chapter discussed the formulation of the problem, data source, research procedure, and framework of data analysis. The data were obtained from three Metro TV's talk shows—namely, “Televisi sebagai Guru Bangsa” in *Padamu Negeri*, “Menyeleamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual” in Save Our Heritage Round Table Dialogue, and “Temasek Terancam Penalti” in Today's Dialogue. The framework of data analysis is used to obtain findings where full discussion will be presented in the next chapter.