

## CHAPTER 3

### RESEARCH METHOD

The third chapter provides research method which is designed to answer the research problems, are: what are the non-observance conversational maxims occurred in Si Kabayan Tapa; and what is the speaker's motivation behind the use of the non-observance conversational maxims. Moreover, it also presents data source and collection, and data analysis.

#### 3.1 Design of the Research

This research applies descriptive qualitative method in order to elaborate a phenomenon as factual as possible. Every exchange shows the speaker's motivation resulting from the non-observance of conversational maxims that are identified qualitatively. In addition, this study is supported by some quantification to reveal trends in non-observance of conversational maxims with regard to implication of motivation. It also employs the concept of face proposed by Goffman and Brown and Levinson's Politeness Theory in context of face threatening acts. As mentioned by Chen (1990) that the speaker's motivation for breaking the maxim is motivated by three principles; Politeness Principle, Selfishness Principle, and Expressivity Principle. This paper delimits the investigation only in context of Politeness Principle.

## 3.2 Data Source and Collection

### 3.2.1 Data Source

The data source is a Sundanese fairy tale entitled *Si Kabayan Tapa*. The story is talked about Si Kabayan as a main character. He is a widower who lived in Pasir Rejeki. He made friends with Ki Armasan. As other people, Si Kabayan fulfilled his need by farming. Later, one thing that created the story funny is Si Kabayan's characteristic. This characteristic occurred when he faced the problem and unusual situation until the end of the story. The story is purposively chosen as many funny dialogues upon the speaker's conversational exchange contributing to laughter. They are such non-observance conversational maxims showing the speaker's motivation. The book contains 7 chapters, and all of them are taken to be identified.

### 3.2.2 Procedure of Data Collection

The writer read other Si Kabayan stories are: *Si Kabayan Jadi Dukun*, *Si Kabayan Ngala Nangka*, *Si Kabayan Ngala Tutut*, and *Si Kabayan Neangan Jodo* before come to a decision to take story of Si Kabayan Tapa as the subject of the study. The decision is made by consideration of the non-observance of conversational implicatures within the story. The writer transcribed the conversation exchange in the story into transcript so that the data would be easily recapped. This transcript is attached in the Appendix 1.

Before analyzing the data, the writer did some activities that were aiming to the identification, classification, calculation, and discussion. First, the

data are identified to find the conversational exchanges which are potentially non-observance of the maxims. It based on the linguistic features of Grice's CP and non-observance conversational maxims. To calculate the data findings easier, they are classified into the table of general finding earlier. Then, the data are classified into five types, are: violating the maxim, flouting the maxim, opting out the maxim, infringing the maxim, and suspending the maxim.

The third step is calculating. By calculating, the researcher finds how many types non-observance of maxims occurred in the data. Then, these findings calculate in form of percentage. The last step is discussion. In this step, the researcher needs to ensure all of the data findings are in the correct classification. It is also important to elaborate the data finding to find the speaker's motivation behind the use of such non-observance maxims. The utterances that are potentially to the non-observance identified whether threats the positive face or negative face.

### **3.3 Data Analysis**

The data analysis is included several procedures of identifying, classifying, calculating, and discussing. The data analysis is conducted by using Grice's Cooperative Principle. It is elaborated further by Thomas (2005), to find possible non-observance of conversational maxims. The analysis undergoes some steps. Firstly, the conversational exchanges that potentially non-observance of conversational maxims is identified based on linguistically features of Grice's CP maxims. Grice categorizes the four maxims that are possible not observe by the

speakers, discussed in Thomas (2005), are: (1) Quantity, violating the maxim quantity occurs when the character give more or less information; (2) Quality, maxim quality is violated when the character says something untrue or she/he lacks adequate evidence; (3) Relation, violation of maxim relation occurs when the character make a response or observation that are irrelevant; and (4) Manner, it occurs when the character give a long-winded and ambiguity response. Secondly, the conversational exchanges are also identified to find type of non-observance conversational implicature. Grice also categorizes the non-observance of conversational maxims into five, are: (1) Flouting, (2) Violating, (3) Opting out, (4) Suspending, (5) Infringing. The analysis also employs the theory of Goffman's face work and Brown and Levinson's theory of politeness in context of FTA.

The result of the analysis is presented in the Appendix 2 which shows the expressions and its implicature based on the heading it is under: The non-observance of conversational maxims. Discussing is the final process. In this section, the writer would have clear description about the result. Afterward, the writer elaborates the data of non-observance maxims to find the speaker's motivations, thoroughly on the basis of the analysis, supported by some related theories.

### **3.4 Clarification of Key Terms**

The linguistic terminologies that are employed in the paper are defined below:

Non-observance maxim: is such design of delivering implicit meaning (Grundy 1995: 41)

Motivation: the reason why somebody does something or behaves in a particular way (Oxford learner's dictionary, fourth edition: 864)

### 3.5 Closing Remarks

This chapter has provided research method which is designed to answer the research problems. Moreover, it also presents data source and collection, and data analysis.

