

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter explains the research methodology which was designed to answer the research problems. This chapter includes the purpose of the study, the research design, the data source, the technique of collecting and analyzing data.

#### **3.1 The Purpose of the Study**

The purposes of this study were to identify the types of conversational maxims that are flouted in the political comedy program, namely Democarazy and the perlocutionary effects of such floutings on the casts. In addition, it was designed to identify the most frequently flouted conversational maxims that occurs in the program. Therefore, this study was conducted to answer these two questions:

1. What types of Conversational Maxims are flouted?
2. What are the perlocutionary effects of the flouting of the conversational maxims on the casts?

#### **3.2 Research Method**

##### **3.2.1 Research Design**

This research is largely qualitative. The method is descriptive which aims to provide a systemic description of a situation or condition of a phenomenon as factually and accurately as possible. As stated by Arikunto (2006), in descriptive qualitative research, the researcher considers phenomena and symptoms which

emerge in objects then interprets them. Then, according to Berg (2007:3), qualitative research refers to the meaning, concepts, definitions, characteristic, metaphors, symbols, and descriptions of things. In relation to the purpose of qualitative research, Alwasilah (2000: 92) as cited in Ade Purna (2008:27) mentions that one of qualitative study purposes is to describe the data. The decision to use this method was based on an intention to get an in-depth understanding by examining the flouting of Grice's CP maxims in joke-telling.

### **3.2.2 Data and Source of the Data**

The main source of the data of this research was conversation among all of the casts in *Democracy*. *Democracy* is one of the Indonesian political comedy programs on Metro TV. The program was watched every week and the decision was made to take one episode as a sample of the study. The duration of one episode is approximately 1 hour (60 minutes). The sample was taken purposively from one episode of *Democracy* which is in an episode which consists of many segments.

In the episode used for this research, *Democracy* presented many issues such as Muammar Khadafy as the Libya's leader, Libya's political situation, the disorganization of PSSI (Persatuan Sepak Bola Seluruh Indonesia) or (*Indonesian Soccer Association*), a talkshow about the media boycott in Indonesia and also the parody of plenary sessions about the cabinet reshuffle in Indonesia. The flows of the program are divided into three parts: firstly, the informal discussions about general issues such as the Libya's leader Muammar Khadafy, the movies and the

disorganization of PSSI which were presented by the presenters; secondly, the talkshow about the media boycott in Indonesia presented by inviting the expert namely Christofita Wiyoto; thirdly, the parody of plenary sessions that involved all the casts. This program discussed many important and serious issues, but all of them were packaged with a comedy and humorous atmosphere.

The program was presented by many casts, namely Bung Iwel (IW) and Dewi (DW) as the main presenter, Mucle (MU) as a supporting presenter, Kamidia Radisty (DS) as the moderator for parody of plenary sessions, and the supporting casts Daan (DA) and Franda (FR) who acted as the representatives of the Bonsai party. The duration of Democrazy show is about 60 minutes and it was divided into four segments. The experts who attended this episode were Christofita Wiyoto (BC) (Communication expert), Shutan Batoegana (SB) (Representative of Democrat Party) and Nudirman Munir (ND) (Representative of Golkar Party). The program was in Bahasa Indonesia. Therefore, the dialogue used as a source of data was in Bahasa Indonesia.

### **3.2.3 Data Collection**

As stated above, the purposive sampling method was used in collecting the data of the study. The process of data collection was started by recording the program, then transcribing the data. Subsequently, the flouted conversational maxims in the transcription were classified based on the types of maxims. Then, it was followed by rating the frequency of the flouted maxims that occur in the Democrazy program. The detailed process of collecting the data is as follows:

1. Choosing the program.

The Democrazy program was chosen because the program is popular. Many people like to watch on their weekend. This program has a unique characteristic too namely the dialogues and utterances in Democrazy are presented in satire, smart and fresh style.

2. Selecting one sample of all the episodes purposively to be researched.

3. Recording the Democrazy program.

The data were recorded by using a tv tuner. Therefore, it could be watched and listened to it repeatedly. Thus, it can be transcribed easily.

4. Transcribing the dialogue.

The dialogues were transcribed from this comedy program to investigate the flouting of the cooperative principle. In transcribing the dialogues, a broad transcription method was adopted. The process focused on words, phrases sentences and discourse as a whole. Then it was continued by selecting all dialogues where the phenomena of floutings cooperative principle were suspected to have occurred.

5. Observing the data.

The data were observed in order to understand the whole contents and contexts of the story.

### 3.3 Data analysis

The analysis was undertaken to the collected data in terms of Indonesian language excerpts. Translation was made to provide English speaking readers with easy access to the text. The data analysis procedures of this research are based on the following steps:

1. Close reading while identifying the whole transcript carefully.
2. Selecting the data by using Grice's Cooperative Principle and its conversational maxims to identify the flouting of the maxims. The data were selected by using four maxims (quantity, quality, relevance, and manner) of Grice's CP Maxims. This step aims to discover the types of maxims that are mostly flouted.
3. Displaying the flouting of the maxims.  
The data were displayed in tables in order to identify clearly the flouting.
4. Rating the frequency of the flouted maxims that occur in the Democrazy program.
5. Examining the perlocutionary effects of flouting of the conversational maxims on the casts of Democrazy.
6. Drawing conclusions based on the results of the analysis.

The last step of data analysis was drawing conclusions. In this step, meanings from the data displayed were disclosed. It was done by counting the number of occurrences of the flouting. This process used the formula of percentage as follows:

$$P = F/T \times 100\%$$

P= Percentage

F= Frequency of Occurrences

T= Total number of Occurrences

This formula was used to draw conclusions on the types of maxims that were mostly flouted in Democrazy program. Discussion and explanation are provided to encompass the whole results. In addition, the results are shown in tabular form involving numbers and percentages.

Here is a sample of a table of the flouting of Cooperative Principle.

#### A Sample of Table of The Flouting of Cooperative Principle

No	Dialogue	Flouting to Maxim			
		Qual	Quant	Mann	Rel
1.	<p>DW: Naaah... itu dia ni! Kira-kira kenapa ya mas Iwel ya, seorang Muammar Khadafy ini betah punya pangkat jadi kolonel? (<i>That's the fact! Actually, why is he still a Colonel?</i>)</p> <p>IW: Iya jadi pada tahun 1969 usia Muammar Khadafi itu 27 tahun, dia itu memimpin eee.. penumbangan, eee.. pemerintah pada saat itu, dan kemudian setelah tumbang, dia jadi penguasa. Nah, mungkin ini menjadi sebagai kenang-kenangan ketika dia berkuasa pertama kali pangkatnya Kolonel, jadi dipertahankan terus. Aaaaa ni sebagai kenang-kenangan....</p>				√

Gina Rachmawati, 2012  
The Flouting Of Grice's Cooperative Principle In The Democrazy Politcal Comedy Program

## Flouting to Maxim

Qual    Quan    Man    Rel

*(In 1969, Muammar Khadafy was 27 years old. He led the rebellion against the government and then he became the President. Maybe, it is as a memory when he led Libya for the first time, he has kept the title. Aaaaa, that's it for a memory.)*

2. **IW:** Seperti kita ketahui sekarang di Libya situasi politik sedang memanas!

*As we have known, the political situation in Libya is getting heated!*

DW: Ya, benar sekali mas Iwel dimana saat ini eeer... kondisi di kota Benghazi, ini Rabu kemaren ya Mas ya, ini kota Benghazi merupakan kota terbesar kedua di Libya, saat ini sudah diduduki oleh para pengunjuk rasa yang anti pemerintah ni rupanya.

*Yes, that's right Mr. Iwel. At this time eeerr..., the condition in Benghazi, Last Wednesday, Benghazi, the second biggest city in Libya was occupied by participants in the demonstration against the government.*

IW: Wuah, iyaa. Tapi kita tidak akan membahas situasi politik disana ya, tapi kita akan membahas sedikit profil pemimpin Libya.

*Yeesss. But we are not going to discuss the political situation there. We are going to discuss some profile of the Libya leader*

DW: Ooohh!

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The Flouting Of Grice's Cooperative Principle In The Democracy Political Comedy Program

3. DW: Bollywood?! Hehe... ✓  
 IW: Iya...misalnya India, Mandarin, dan sekarang yang lagi bagus-bagusnya tu film Korea, itu lagi bagus!  
*Yes, for example India. Mandarin and Korea, Korea movies are becoming popular, they are good..*

The table above will be presented in the appendix. Then the frequency of each maxim occurrences will be shown in the table below completely with its percentage.

**A Sample Table of the Sum and Percentage of The Flouting of Cooperative Principle**

Type of Maxim	$\Sigma$ Flouting of Maxim	% Flouting of Maxim
Quality	31	38.28%
Quantity	11	13.58%
Manner	28	34.56%
Relevance	11	13.58%
<b>Total</b>	<b>81</b>	<b>100 %</b>

The table above shows the sum and the percentage of floutings that occurred. It will be presented in the appendix. In addition, the findings of the perlocutionary effects on the casts will be presented in a narrative form and also



tabular form. The purpose of presenting data in the table is to facilitate visual clarity in terms of the results of the study.

