

CHAPTER III

RESEARCH METHODOLOGY

The third chapter elaborates the research methodology employed in the present study. It covers research designs, procedures for data collection and data analysis. The present research investigates the problems that are formulated in two questions, i.e. What are Grice's maxims flouted by Obama in the presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan?*" and Why does Obama flout such a particular maxim in the presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan?*"

3.1 Research Designs

The present study attempts to analyze breaching the Cooperative Principle of maxims in Barack Obama's presidential interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan*", and how Obama anticipates the 'pressure' comes beyond Putra Nababan's questions by using the strategy of Politeness principle. The research applies qualitative method as it uses a naturalistic approach that seeks to understand phenomena in context-specific settings (Hoepfl, 1997).

Hoepfl states that there are 8 characteristics of qualitative research i.e. (1) Qualitative research uses the natural setting as the source of data, (2) The researcher acts as the "human instrument" of data collection, (3) Qualitative researchers use inductive data analysis, (4) It reports descriptive, incorporating expressive language,

Wulan Rahayu, 2012

The Realization of Grice's Cooperative Principle in "Obama Exclusive RCTI Bersama Putra Nababan" : Presidential Interview

Universitas Pendidikan Indonesia | repository.upi.edu

(5) It has an interpretative character, (6) It pays attention to the idiosyncratic as well as the pervasive, seeking the uniqueness of each case, (7) It has an emergent design, (8) It is judge using special criteria for trustworthiness (Hoepfl, 1997).

Also, the method is considered appropriate since the study attempts to uncover and understand what lies behind Barack Obama's utterances in terms of his cooperativeness with the interviewer while performing interviews or conversations. Cooperative Principle of maxims as the focus of the present study is identified through qualitative procedures i.e. by identification, classification, and interpretation. Furthermore, some quantification is employed. Descriptive statistics covering frequency and percentage of occurrences of the breaching maxims are involved in order to examine trends in maxims.

3.2 Data Collections

One of Barack Obama's interview entitled "*Obama Exclusive RCTI Bersama Putra Nababan*" was chosen as the main data for the present study. Obama as the President of United States decided to visit Indonesia on June 2010, yet he postponed the schedule in visiting Indonesia due to the problem of health care regulation which was not going well neither in congress nor senate. Therefore, Putra Nababan as an Indonesian journalist tried to seek and discussed the departure delay by interviewing Obama at White House. Besides, Putra Nababan also asked about Obama's personal experience when he was in Indonesia

Wulan Rahayu, 2012

The Realization of Grice's Cooperative Principle in "ObamaExclusive RCTI Bersama Putra Nababan" : Presidential Interview

Universitas Pendidikan Indonesia | repository.upi.edu

Here, the language used by Obama was interesting to investigate, particularly when Obama delivered his ideas or opinion in the matter of military issue, the memories of his personal experiences when he was in Indonesia, and the political issues on bilateral meeting between Indonesia and United States when Obama arrived in Indonesia.

The data were collected from four downloaded videos of “*Obama Exclusive RCTI Bersama Putra Nababan*” in White House, Washington DC (the videos were retrieved April 19, 2011 from Bursaartis (2010), youtube.com) specifically <http://www.youtube.com/watch?v=Snrn8l9KqJk&feature=BFa&list=PL630F523BE8B2F0F0&lf=BFa>, <http://www.youtube.com/watch?v=QkTVJPaqXuk>, <http://www.youtube.com/watch?v=AorPwdb8jbl&playnext=1&list=PL630F523BE8B2F0F0> and <http://www.youtube.com/watch?v=i7XehCzYNS&feature=BFa&list=PL630F523BE8B2F0F0&index=7>.

The total length of the videos is 22 minutes 7 seconds in which the data covered the issues, i.e. the departure delay of Obama’s Indonesia trip, how much he remembered his personal experience in Indonesia and bilateral meeting between Indonesia and the United States. Furthermore, the data were transcribed into written text. The words, phrases, and utterance became the focus of the analysis.

3.3 Data Analysis

Wulan Rahayu, 2012

The Realization of Grice’s Cooperative Principle in “ObamaExclusive RCTI Bersama Putra Nababan” : Presidential Interview

Universitas Pendidikan Indonesia | repository.upi.edu

The data is in the form of videos that are further transcribed into written texts, taken from [youtube.com](https://www.youtube.com). The data is then identified, classified and interpreted. Grice's maxims are the tools for analyzing the data in the written texts. In order to answer the first research problem, i.e. *What are Grice's maxims flouted by Obama in the presidential interview entitled "Obama Exclusive RCTI Bersama Putra Nababan"*, the data is analyzed by identifying the dialogues or utterance of flouts based on Grice's theory of flouts maxim.

The flouts are further classified based on types of maxim. Flouts of the maxim of Quantity in which a speaker flouts the maxim by blatantly giving more or less information in which the situation demands. Flouts of the maxim of Quality are happened when a speaker says something blatantly untrue. Flouts of the maxim of Relation in which a speaker gives a response and observing that is irrelevant to the conversation. Flouts of the maxim of Manner is when a speaker does not say clearly, concisely, orderly, and does not avoid ambiguity and obscurity of expression.

To observe the realization of Cooperative Principle in the dialogue entitled *"Obama Exclusive RCTI Bersama Putra Nababan"*, the data is analyzed by four maxims of Grice's cooperative principle which are abbreviated as follow.

Table 3.1
Abbreviations of the Type of Maxims

NO.	TYPE OF MAXIMS	ABBREVIATION
1.	Quality	QL
2.	Quantity	QN
3.	Relevance	RV
4.	Manner	MN

Wulan Rahayu, 2012

The Realization of Grice's Cooperative Principle in "ObamaExclusive RCTI Bersama Putra Nababan" : Presidential Interview

Universitas Pendidikan Indonesia | repository.upi.edu

The identification of this category is written in the table. The following table is example taken from the dialogue in order to alleviate the identification of the types of maxims.

Table 3.2
Examples of Failures of the Maxims

Num	Speakers	Dialogue	Failures of observing the maxims			
			QL	QN	RT	MN
(1)	PN	Oh, this is quite good I think. Banyak latihan? Do you have practice with?				
	BO	You know, I don't have a chance to practice. Hmm, the, you know, one of the interesting things is I think Indonesian love their country so much, they usually go back and so there is no huge Immigrant Indonesian population in United stated, so I don't meet enough Indonesian which also means there are no enough good Indonesian restaurant here in United stated.		☑	☑	☑

The tick sign (☑) is a symbol indicating the expression that fails to observe Conversational Maxims. All names were changed into initial of the corpus. Hence, PN and BO are initially of respondent's nickname, i.e. PN (Putra Nababan), BO (Barack Obama) in order to abbreviate the real name and the names fit on the table.

The data is also identified based on non-observance of the maxims. The non-observance of the maxims is abbreviated as follows.

Table 3.3
Abbreviations of Non-observance of the Maxims

NO.	NON - OBSERVANCE	ABBREVIATION
1.	Violating a maxim	VIO
2.	Flouting a maxim	FLO
3.	Infringing a maxim	INF
4.	Opting a maxim	OPT
5.	Suspending a maxim	SUS

The example of identification of non-observance maxims classification is described as follows.

Table 3.4
Examples of Non-observance of the Maxims

Num	Speakers	Dialogue	Non-observance of Grice's maxims				
			FLO	VIO	INF	OPT	SUS
(1)	PN	Oh, this is quite good I think. Banyak latihan? Do you have practice with?					
	BO	You know, I don't have a chance to practice. Hmm, the, you know, one of the interesting things is I think Indonesian love their country so much , they usually go back and so there is no huge Immigrant Indonesian population in United stated, so I don't meet enough Indonesian which also means there are no enough good Indonesian restaurant here in United stated.	<input checked="" type="checkbox"/>				

Besides analyzing the data based on failures and non-observance of the maxims, the data is also identified based on hedges of the maxims. The example of identification of hedges of maxims is described as follows.

Table 3.5
Examples of Hedges of the Maxims

Num	Speakers	Dialogue	Hedges of Grice's maxims			
			QL	QN	RT	MN
(1)	PN	Oh, this is quite good I think. Banyak latihan? Do you have practice with?				
	BO	You know, I don't have a chance to practice. Hmm, the, you know, one of the interesting things is I think Indonesian love their country so much, they usually go back and so there is no huge Immigrant Indonesian population in United stated, so I don't meet enough Indonesian which also means there are no enough good Indonesian ...		☑ ☑		

Therefore, in order to answer the second research question, i.e. *Why does Obama flout such a particular maxim in the presidential interview entitled "Obama Exclusive RCTI Bersama Putra Nababan"*, the Politeness Strategies are used to analyze the intentions beyond Obama's answers by applying Politeness in order to maintain his face as the head of the state when his face is threatened.

The example of identification of Politeness Strategies is described in the following table.

Wulan Rahayu, 2012

The Realization of Grice's Cooperative Principle in "ObamaExclusive RCTI Bersama Putra Nababan" : Presidential Interview

Universitas Pendidikan Indonesia | repository.upi.edu

Table 3.6
Examples of Politeness Strategies

No.	Utterances	Types of Politeness
1.	Please , sit down.	Negative Politeness Minimize the imposition
2.	I'll be back.	Positive Politeness Offer promise
3.	So I am sure this is the first of interview that you've ever done by Indonesian television in white house.	Positive Politeness Notice
4.	Masih bisa sedikit . Saya sudah lupa banyak tapi.	Off-record Understate
5.	You know , I don't have a chance to practice.	Negative Politeness Hedge
6.	You know, I don't have a chance to practice.	Off-record Understate
7.	Hmm, the, you know , one of the interesting things is I think Indonesian love their country so much,	Negative Politeness Hedge

3.4 Concluding Remarks

The chapter discusses the formulation of the problem, research designs, data collections, and framework of data analysis. The data were obtained from RCTI exclusive talk show namely, “*Obama Exclusive RCTI Bersama Putra Nababan*” which contained of four videos with the total length of 22 minutes 7 seconds. The framework of data analysis is used to attempt finding where the complete conversation is presented in the next chapter.