

CHAPTER III

METHOD OF DATA ANALYSIS

3.1 Research approach

The research method that was applied in this study was qualitative descriptive. The writer used the qualitative descriptive method to provide detailed description on the use of cooperative principle which presented in the dialogues of male and female broadcasters in 'club 69' program ISTARA FM.

3.2 Corpus

The corpus of this study comprised all dialogues spoken by male and female broadcasters in 'club 69' program in ISTARA FM. In doing the analysis, the writer picked the data which were collected on 8, 15, and 18 April 2008. In each day, the writer collected 30 minutes dialogue.

3.3 Technique of Data Collection

The data used for this study were conversations between two broadcasters (male and female) in the program called 'Club 69' in ISTARA 101, 1 FM. The program was always broadcasted by the two broadcasters everyday from 6 a.m. until 9 a.m. The writer used several steps in collecting the data. The procedures were as below:

1. Finding the program on radio 101, 1 FM

The data were taken from 101, 1 ISTARA FM Surabaya. The name of the program was 'Club 69', which was broadcasted by two broadcasters, male and female.

2. Recording the dialogues

After the writer found the program, then he taped the dialogues which were broadcasted on 8, 15, and 18 April 2008.. In each day, the writer recorded 30 minutes dialogue.

3. Transcribing the dialogues

The writer then transcribed the chosen dialogues in club 69 program from the recorded data. The audio data were transcribed into written data. By using this technique, the writer was able to read the transcription for several times.

4. Selecting the dialogues

The writer selected the dialogues which contained obeyed maxims and flouted maxims only. Then he omitted the rest of the dialogues which did not have any relationship with obeyed and flouted maxims. This technique made the writer able to analyze the use of cooperative principle of male and female broadcasters in the dialogues easily.

3.4 Technique of Data Analysis

From the collected data, the writer then analyzed the selected data using the following steps:

1. Identifying maxims found in the Data

From the selected dialogues, the writer was able to identify the types of obeyed maxims and flouted maxims that occurred in the conversation. For example: which utterances flouted or obeyed the maxim of quality, which one flouted or obeyed maxim of manner, which one flouted or obeyed maxim of quantity, etc.

2. Classifying the Data

After the data were identified, then the data were classified according to each type of maxims proposed by Grice. The data which contained maxim of manner which were flouted or obeyed were classified into the maxim of manner. The same technique were done to the rest of the maxim.

3. Making a table

The features found in the data were put in the table according to the types of maxims. Each one was analyzed in one table. In the end of the data analysis, there was also a summary of the whole analysis in the form of a table.

4. Making a Calculation

After the data in the dialogues were analyzed in a table, the writer then made a percentage calculation to find out the type of flouted maxim and obeyed maxim which occurred most frequently in female and male broadcaster.

5. Making Interpretation

This step was done after the data were classified and calculated. In this step, the writer tried to find the reason beyond the findings.