CHAPTER III

METHODS OF THE STUDY

In this chapter, the writer divided the explanation into four parts. The first is the explanation about research approach that was used by the writer in her study. Second is the explanation about source of data. Third, the technique of data collection is briefly explained. And the last part is about the technique of data analysis.

3.1 Research Approach

The writer used qualitative approach in collecting and analyzing the data. The qualitative approach is used because the writer does not take statistical calculation. The writer only finds out the maxim which is frequently flouted and the reason of why is the flouting maxim which frequently used in the data analysis. Qualitative data is usually in the form of words rather than numbers (Huberman 1994, p.1). Still according to Huberman stated that qualitative data are sexy. They are a source of well grounded, rich descriptions and explanations of processes in identifiable local context. Besides, qualitative approach is according to Denzin and Lincon (2005) as cited in Sonia (2004), qualitative approach involves an interpretive and naturalistic approach: "This means that qualitative researchers study things in their natural setting, attempting to make sense of, or to interpret, phenomena in terms of the meaning people bring to them". Natural setting does not only interview but also written text such document, journal, article and others written text.

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3.2 Source of the Data

The population in this study is the questions and answers between teenagers or readers and *Tante Pinky* in *Tante Pinky's* forum in *Provoke* magazine. In addition, the writer chooses *Provoke* as her objects because it is the only teenage magazine in Indonesia which focuses on creativity, out of the box thinking and diversity in society. Moreover, *Provoke* is easily accessible because it is a free monthly magazine which is distributed in more than 200 high school in Jakarta, Bandung and Surabaya (*www.Provokeonline.com*). The writer analysed the data from January 1st until December 1st, 2012 (17th edition until 28th editions). There are at least three until five questions and answers in each edition. The writer chose the data because it is the newest edition while the 2013 edition is still incomplete.

Informal language is used in *Tante Pinky's* forum because *Tante Pinky* knows that the majority of her participants are from teenagers in senior high schools. In the forum, the *Tante Pinky* character has some hedges when she gives answers to her participants such as *"Mwack...!", "Naaah..", "Aduuh",* and *"Ahh...".* From the character, it seems that *Tante Pinky* tries to show her expressions through her utterances. From the hedges, the writer can assume that their communications are similar to a face to face conversation but it actually happens in written conversation instead. Therefore, the writer is interested to analyse the interaction between participants and *Tante Pinky* in *Tante Pinky*'s forum.

3.1 Technique of Data Collection

In the technique of data collection, the first thing that the writer did collect the data from *Tante Pinky's* forum in *Provoke* magazine from January 1st until December 1st, 2012 which consists of twelve magazines in total. Then, the writer read the data of questions and answers between teenagers and *Tante Pinky* in *Tante Pinky's* forum. Then, selecting the statements or phrase of the data that have flouting maxim.

In short, several steps that the writer took in collecting the data are:

1). Collecting the data of *Tante Pinky's* forum in *Provoke* Magazine from January 1st until December 1st, 2012 which it consists of twelve magazines.

2). Reading the data of the questions and answers between teenagers and *Tante Pinky* in *Tante Pinky's* forum in *Provoke* magazine

3). Selecting the data which contain of flouting maxims

3.2 Technique of Data Analysis

In the technique of data analysis, the first thing that the writer did is identifying some phrases or statements in *Tante Pinky's* forum which contain of flouting maxim of Grice's Co-operative Principle. The second step is classifying the data which it contains of flouting maxims. The last, the writer found the implied meaning of flouting maxim which is used frequently in *Tante Pinky's* forum

In short, after collecting the data, the writer conducted several steps to analyze the data:

1). Identifying some phrases or statements in *Tante Pinky's* forum which contain flouting maxim of Grice's Co-operative Principle.

2). Classifying the data which contains of flouting maxim (maxim of quality, quantity, manner and relation)

3). Finding the implied meaning of flouting maxim which is used frequently in *Tante Pinky's* forum.