

## **CHAPTER III**

### **METHOD OF THE STUDY**

#### **3.1. Research approach**

In his research, the writer uses qualitative approach; it is suitable with his study that is to analyze the flouting of cooperative principle and politeness in Indonesian comedy serial. According to Merriam (1998), qualitative research is descriptive when the researcher is interested in process, meaning and understanding gained through words or picture. Since his study is described and explained the process, meaning and understanding data of joke or humor, it is appropriate if the writer use this approach.

#### **3.2. Sample of the data**

##### **3.2.1. Source data**

The source of his data was recorded and observed from Indonesian comedy serial. It was the transcription of Tawa Sutra comedy serial. Tawa Sutra as his material for researching is an Indonesian comedy serial shows in ANTV, one of private TV station in Indonesia. As we know, Indonesian people are familiar with many comedy serial programs that showed on television. Every comedy serial has its own characteristic and Tawa sutra is unique and quite popular among viewers.

### **3.2.2. Sample**

The sample of the data is fifteen scenes of Tawa sutra Comedy serial from 15-20 February 2009 at 10.00-11.00 PM. Actually, there are several scenes in one episode of Tawa sutra. The writer recorded three scenes each episode randomly. In the five days of observation, the writer has collected fifteen transcriptions to be analyzed.

### **3.3. Technique of data collection**

The technique used by the writer was basically, the writer recorded the data with using MP3 player. Because the serial was shown almost every day, the writer did not record the whole section of the serial. Every show of Tawa Sutra is divided into some sections; in the five days of observation the writer only took three sections of the show in one day. The record dealt with the conversations between the comedians in the serial. It could be taken 10 to 15 minutes recording each day. Besides doing the recording, the writer also made a note during the observation in order to help him formatting the transcription.

In making transcription, the writer wrote the conversations which had been recorded. Those conversations were taken from the dialogue between the actor and actress in Tawa Sutra. The writer transcribed those data while listening his MP3 player part by part. The writer listened the record carefully and paused the record in some part of the dialogue after that continued to write the transcription into his computer.

The data are transcribed into Indonesian then translated into English by using dictionaries to consult the meaning of words. The writer also asked several

people to check the transcript especially the words which he could not catch. The steps are:

1. Watching the comedy serial “Tawa Sutra”
2. Recording the data
3. Transcribing the data

### **3.4. Technique of Data analysis**

In the analysis, the writer started with the discussion about the supportive of non humor expression to cooperative principles, after that the writer will finish with analyzing jokes in comedian serial according to flouting of those principles as a humor expression by the data. The last the writer will conclude which maxims that often flout in the script of Tawa Sutra comedy serial that cause humorous effect and become the effective way to make a popular Indonesian joke. The steps in analyzing the data are:

1. Identifying which maxims were flouted on the conversation whether it was maxim of quantity, maxim of quality, maxim of relation or maxim of manner
2. Examining the reason of the flouting. In this case, the writer had to determine the reason why the characters flouted or violated the maxims in order to complete the discussion of his analysis.
3. Classifying the flouting of the maxims in the table

4. Counting the number for each classification of the maxims and discovered which one would be the dominant maxim flouted by the characters in the comedy frequently
5. Counting the percentage of the flouting of the maxim by the following formula

$$\frac{\text{The number of the flouted maxim}}{\text{Total number of the floutings}} \times 100\%$$

6. Making a conclusion