CHAPTER III

RESEARCH METHOD

The research method is divided into four parts. The first part is the approach that the writer uses to analyze the data, the second is about source of the data, the third part is technique of data collection, and the last part is about technique of data analysis.

3.1 Research Approach

The study is conducted to find out what are the flouted maxims in the conversation of *Bukan Empat Mata* talk show and how the utterances of the conversation flout and could create humor. The writer uses qualitative approach to conduct the study because the data relies on utterances that have to be provided in the written form. Walliman, in Social Research Method (2006, p.129) states, "Qualitative research does not involve counting and dealing with numbers but is based more on information expressed words – descriptions, accounts, opinions, feelings, etc." He says that interpretation is the characteristic of qualitative approach. It has purposes to achieve the understanding of intended meanings according to the context in the data.

3.2 Population and Sample

The data used by the writer is the conversations of *Bukan Empat Mata* talk show in Trans 7. *Bukan Empat Mata* is a 60 minute talk show which is

20

broadcasted from Monday to Friday from 10 to 11 pm. *Bukan Empat Mata* presents a talk show that discusses about certain topics which is booming in our daily life by inviting guests who are related with the topic discussed whether they are actresses and actors, musicians, politician, or common people. The duration for each episode of *Bukan Empat Mata* is one hour with Tukul Arwana as the host of the talk show along with Pepi, Olla Ramlan, and Marcela Lumowa as the co-hosts.

The data were taken by downloading the videos from *www.youtube.com* based on the audience rating in its official website *www.mytrans.com*. In order to facilitate the writer, the videos of *Bukan Empat Mata* episodes were downloaded from YouTube. The writer chose to download the videos in order to avoid buffering while transcribing the whole video in written form. The writer chose two episodes of *Bukan Empat Mata* talk show as the sample of the data in this study. The data were taken on September 18th, 2013. The writer selected those data in term of the highest audience rating and the topics are:

1. *Hot Mama* which was broadcasted on August 22nd, 2013. It discusses about how to keep women's body shape after giving birth. Therefore, *Bukan Empat Mata* invited Masayu Anastasia, Ayu Dewi, dan Wulan Guritno who still have a nice body shape in spite of the fact that they already gave birth to their babies. This topic is ranked in the first place by the official website, *www.mytrans.com*, with 4.854 views.

2. *Goyang Maut* which was broadcasted on August 19th, 2013. The topic is about many types of dance in the world, even in Indonesia, such as Harlem Shake,

Gangnam Style, and Shufflin'. In Indonesia, there are Goyang Caesar, Goyang Bang Jali, and other types of dance. This episode is ranked in the second place with 4.440 views; the invited guests are Siti Badriyah, Caesar, and Deny Cagur as the guest stars.

3.3 Techniques of Data Collection and Analysis

3.3.1 Technique of Data Collection

In collecting the data, the writer selects episodes of *Bukan Empat Mata* talk show in terms of audience rating in the official website *www.mytrans.com*. The writer chooses two episodes of *Bukan Empat Mata* talk show as the data of this study; the titles of those two episodes are *Goyang Maut* and *Hot Mama*. The next step, the videos of each episode were then downloaded. In conducting the data collection, the writer downloaded the video from YouTube website, *www.youtube.com*. Afterwards, the writer listened carefully to every utterance of the conversation in the data and then transcribed the whole videos in written form. In simple explanation, the process of collecting the data is as follows:

1. Selecting episodes of *Bukan Empat Mata* talk show in term of highest audience rating in the official website *www.mytrans.com*

2. Downloading the two selected episodes from *www.youtube.com*

3. Transcribing conversation of the data in written form.

3.3.2 Technique of Data Analysis

In analyzing the data, the writer applied several steps. The next steps after transcribing the conversation of *Bukan Empat Mata* talk show into a written form are identifying and classifying the data that contain flouting of quantity, quality, manner, and relation maxim. Subsequently, the writer described implicature in the data. In this step, the writer tried to explain the hinted meaning in conversation that flouts the maxims. The last step, the writer then concluded the finding of flouting maxim in *Bukan Empat Mata* talk show.

In simple ways, the processes of analyzing the data are listed in the following steps:

1. Identifying the flouting maxims in the data transcription.

2. Classifying the flouting maxims in a table.

3. Finding out the implicatures and then explaining the hinted meaning in those utterances.

4. Making the conclusion.

CHAPTER IV
DISCUSSION

 DEWI PUSPITA SARI