

CHAPTER III

METHOD OF THE STUDY

This chapter discusses the method that the writer uses in this study. The writer will explain about the general process in collecting and analyzing the data. This chapter consists of Research Approach, Source of Data, Technique of Data Collection and Technique of Data Analysis.

3.1. Study Approach

In this study, the writer used descriptive qualitative method to identify and analyze the data in the particular setting. The characteristics of qualitative method are intensive, careful recording of what happen in the setting. This method helped the writer in explaining the commentary result of this research. This study is aimed to give a description of conversational implicature. By using this method the writer identified and analyzed the conversational implicature that occurred in particular setting, namely talk show program entitled *Indonesia Lawyer Club* (ILC). This study is focused on the host and the participants in their utterances produced in *Indonesia Lawyer Club* (ILC).

3.2. Source and Sample of Data

This study aims to analyze the use of Cooperative Principle and Conversational Implicature within Talk Show program entitled *Indonesia Lawyers Club (ILC)*. *Indonesia Lawyers Club* talk show was chosen by the writer as the population of the data because it is one of the most favorite political talk show programs in Indonesia. *Indonesia Lawyers Club* discussed the problems of local society through implicit way and also gave some criticisms toward social and especially government issues.

The writer took one episode of *Indonesia Lawyers Club (ILC)* as the sample of the data in this study. The data were taken on April 17th, 2012. The topic was “Geng Motor & Peradilan Jalanan”. It was chosen because this episode is up to dated, involves many society elements and had social effect toward lay people. Moreover there were many people that made speculation about motive of behind it and resoluteness of Police Department toward Motor Cycle Club case. Therefore, there was possibility the implicature occurred during the discussion. The duration of each episode including commercial break and video is about 120 minutes.

3.3. Technique of the data collection

In collecting the data, firstly the writer took some preparation such as observing the schedule of the program in television. The writer also prepared video recorder, then the writer recorded the talk show program with a video recorder. During the recording process, the writer watched the program carefully.

After that, the writer took notes of particular situation in along the conversation and also the gesture of the host and guests. The recording was done from the beginning until the end of the program. Beside, to make sure the writer rechecked the program in official website of *Indonesia Lawyers Club* from www.tvone.co.id. The purpose was to get the background of the guest. After the recording process and checked of official website finish, then the writer transcribed all the source of the data into a written form. Then, the writer read the transcription for several times to identify all of the utterances that contained implicature.

3.4. Technique of data analysis

After the writer transcribed the conversations in a written form, the writer selected and identified all of the utterance based on the rule of conversational implicature, the writer begun her analysis by using these following steps:

1. Identifying the usage of maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. Here, the writer had to examine which maxims were floated within those utterances according to Grice's theory of Cooperative Principle.
2. Classifying the type of conversational implicature into generalized conversational implicature or particularized conversational implicature based on the flouting maxims through the table.
3. Describing the implicature in *Indonesia Lawyers Club* talk show through the usage of the Cooperative Principle maxims. Therefore, the writer could find the implicit meaning in *Indonesia Lawyers Club* talk

show if there was one or some maxims were floated. Here, the writer used Grice's theory of conversational implicature. Beside, the writer examined the gesture and pause used to help the writer to analyze the data. Finally the writer drew a conclusion.

CHAPTER IV ANALYSIS