CHAPTER III

RESEARCH METHOD

3.1. Research Approach

In this study, the writer used qualitative approach to analyze the data. This study was conducted to find implicature and flouting maxim in discourse corner, particularly in *Pojok Mang Usil*. Wahyuni (2012) stated that there are five characteristics of qualitative research. They are descriptive, concerned with process rather than simply with outcomes or products, it tends to analyze their data inductively, concerned with meaning and concerned with perspective accurately. Based on Bodgan (1982), qualitative method is a research procedure which observes the data which is written of spoken words from people and also includes their behavior. Qualitative research emphasizes on the subjective truth since qualitative researcher believes that there is an implied meaning beyond human's behavior as their thought, feeling and perception (Burns, 2000). Based on the description above, qualitative is the suitable approach for this study since the writer used the data in the form of written text. The writer took the data based on the discourse corner that are found in the newspaper. Therefore, this study attempts to observe the implicature and flouting of cooperative principles in *Pojok Mang Usil*.

3.2. Source of Data

The population of this study was taken from *Kompas* newspaper. The reason why the writer took *Kompas* newspaper as the source of the data is because this

newspaper achieved the runner-up for applying formal language after *Koran Tempo* and contains small column in term of discourse corner namely *Pojok Mang Usil*. This discourse corner is designed to criticize the actual issue, which is published on the newspaper.

The *Pojok Mang Usil* column has about four discourses which are published from Monday to Saturday. From this population of data, the writer takes six editions of *Kompas* as a sample because it considers the fact that within these six data, the writer could get enough result to answer the statement of the problem in this study. The data was taken from May 1st to 7th, 2013, except 5th May 2013, because it was Sunday, and there was not discourse corner that was published on Sunday in *Kompas*.

Thus, there are six editions of *Kompas* that contains four discourses in each. However, the writer takes the first discourse only to analyze, because the topic of the first discourse is the headline news of *Kompas* newspaper in that day. Therefore, the total of the data to be analyzed is six discourses. These data was taken since those data matched the criteria needed in the study. The criterion is the utterances whose meanings are different from the literal meanings. Further, the writer also provided description of the context of each data to the reader on next chapter. This description is necessary because it is background knowledge of the data which is needed in the process of analysis.

To analyze conversational implicature, the writer should know and keep abreast the actual issue that is discussed in *Pojok Mang Usil*. In this case is the

context, because to analyze the implied meaning in this kind of discourse corner, the writer should comprehend the context.

3.3. Technique of Data Collection

There were some steps in collecting data. Firstly, the writer searched *Kompas* newspaper. *Kompas* newspaper has two versions: they are printed and online. The *Kompas* that searched by the writer is printed version. This case because discourse corner of *Pojok Mang Usil* is only available in printed version of *Kompas*. It was available in all of book stores or sold by the peddler in the junction of the street. Then, the writer had to read the discourse corner and the related news in order to understand the data comprehensively. Thirdly, the writer selected the data in which the topics of the discourse were booming in that day, so that the related news attached on the headline of the newspaper. The writer took six days editions of *Kompas* only as a sample. In this case, there were four discourses in each newspaper, thus there would be six data. After that, the writer classified the data by sorting out on the date. Finally, the writer scanned the selected data as it would be attached to the presentation of the data.

Based on the explanation above, it could be simplified as follow:

a. Searching for the printed version of *Kompas* newspaper.

b. Selecting the data

3.4. Technique of Data Analysis

After collecting and selecting the data, the writer used some steps to analyze the data by using Grice's theory of cooperative principles and implicature. Firstly, the writer focused on the selected data and described the general information in order to illustrate the context of the data. After that, the writer identified the utterances in each discourse of *Pojok Mang Usi* which flout the maxims of quality, quantity, manner or relevance. Thirdly, the writer recognized the implied meaning or implicature in the utterances of *Pojok Mang Usil.* Finally, she made the interpretation of the analysis and drew the conclusion.

In short, the procedures of the data analysis are:

a. Analyzing the context

b. Identifying the flouting maxim

c. Identifying the implicature

d. Making the interpretation

CHAPTER IV

DISCUSSION