

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher would like to explain the details of the research methodology. It contains the research design, the object of the study, data and source data, the procedure of collecting data, and procedure of analyzing the data.

3.1. Research Design

This study was descriptive qualitative research, and the data were presented with a content analysis method. The point of view of some experts is different and has their opinion about this type of research. Based on Creswell (2009), in qualitative research he saw different major characteristics at each stage of the research process, such as:

- 1) Exploring a problem and developing a detailed understanding of a central phenomenon.
- 2) Having the literature review play a minor role but justify the problem.
- 3) Stating the purpose and research questions in a general and broad way to the participants' experiences.
- 4) Collecting data based on words from a small number of individuals so that the participants' views are obtained.
- 5) Analyzing the data for description and themes using text analysis and interpreting the larger meaning of the findings.
- 6) Writing the report using flexible, emerging structures and evaluative criteria, and including the researchers' subjective reflexivity and bias.

Data were collected by library research by searching in the books, journals, articles, and other relevant sources. By using this method, the researcher observed the utterances that have violates the maxims that were found in the novels.

3.2. Object of the Study

The object of this study was taken from a novel by Frances Hodgson Burnett entitled *The Secret Garden*. *The Secret Garden* tells the story of Mary Lennox, a girl that was born and lived in India. Mary is a girl who is sickly and has a bad attitude so there are no people who want to be her friend. Until one day, she has to move from India to England, to her uncle's house, because her parents died because of the cholera virus that emerges in India. In which, her move to England can change her personality and characteristic to be loved by other people and finds her happiness there.

The data obtained came from the novel. The researcher will analyze the data with the cooperative principle theory from Paul Grice, with the focus is in the conversation that takes place in the novel between the characters. The reason why the researcher used the novel that written by Frances Hodgson Burnett is that there is no research analysis yet discussing violation of maxim and using this novel as the object. So, here the researcher wants to give the novelty.

3.3. Data and Source Data

According to Oxford Advance Learners Dictionary (2005), data are facts or information, especially when were examined and used to find out things or to make decisions. Based on those meaning, the researcher used the cooperative

principle that found in the novel entitled *The Secret Garden*. This novel is in the Indonesian language, and the original version is in English with the author Frances Hodgson Burnett. It has 320 pages in the Indonesian version and 375 pages in the English version. This novel has been translated by Barokah Ruziati and published by PT Gramedia Pustaka Utama. This novel is first-publication in 2010, and the book that the researcher used to analyze is the third-publication in February 2020.

The data of this study were in the form of words, phrases, clauses or sentences containing violating the maxim found in the novels. These data were analyzed and be listed.

3.4. Procedure of Collecting the Data

Data collection is an important part of the research process. In conducting this research, the researcher made a list or collected the data. The list was taken from the novel, and the list would be marked by putting some sticky notes on every page in the novel that contains a violation in order to identify it.

The researcher read the entire contents of the novel and understood the story. After that, the researcher made a list of conversations that violate the maxim and made a sign to facilitate the researcher in analyzing the data. After the conversation data were collected, the researcher made a proof of the conversation and straight to be directly analyzed.

3.5. Procedure of Analyzing the Data

The procedure of analyzing the data is divided into some subs, they are:

1) Observing

The researcher obtained the data by reading the novel. Then, the researcher marked the sentences, clauses, or words which contain the violation of maxim.

2) Collecting

The researcher collected the utterance that violates the maxim found in the novel. The sentences or conversations will be listed and collected into one then later will be analyzed.

3) Identifying

The researcher identified the data found according to the case study.

4) Analyzing

The researcher analyzed the data to find out the utterances that violate the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Later, the results of the analysis will be descriptive in the form of paragraphs. With proof of the conversation, he drew from the novel under study.