

CHAPTER III RESEARCH METHODOLOGY

In this chapter, the writer presents all elements regarding the research methodology applied in conducting this research. The discussion in this chapter includes research design, subject of study, object of the study, role of the researcher, instrument of obtaining the data, method of collecting data and method of analyzing data.

A. Research Design

This research is conducted by using descriptive-qualitative method. Johnston (2009) explains that qualitative research generates narrative or textual descriptions of the phenomena under studies. Meanwhile, Hancock describes qualitative research as a research which is apprehensive with developing explanation of social phenomena (as cited in Ibrahim, et al., 2018, p. 87). This present study employs descriptive qualitative method because it describes and analyzes the data under study in the form of narrative description. The social phenomena under the study is utterances which are flouted by the debaters. It describes play-by-play how the utterances in debate between Joe Biden and Donald Trump are analyzed to extract data about the types of maxims flouted and strategies of flouted maxims and how the eclectic approach views the flouting maxims of the debate. Those gathered data will be described narratively to answer the research questions.

B. Object of Study

The object of the research focuses on the utterances from first presidential debate between Joe Biden and Donald Trump 2020. The object of the study is mainly taken from the utterances that are flouted in the first presidential debate between Joe Biden and Donald Trump 2020. The writer

takes the data from the debate transcripts and video which were downloaded from the reliable source in the internet and you tube.

C. Role of the Researcher

In this study, the writer has three roles. The first one is as a data collector, data analyst and data reporter.

D. Data Collection Technique

There are some various ways in collecting data. According to Vanderstoep and Johnston (2009: 189), there are several ways for collecting data such as interviewing, ethnographic observation (observing people enacting culture), analysis of documents and material culture, and visual analysis (e.g., interpretation of mediated text such as films or television program). In this research, because it is a human instrument, the researcher is knowledgeable about problem being investigated. The primary instrument of collecting the data was the writer himself and the data is collected using document analysis. As the main instrument, she collects, analyzes and interprets the data. In addition, there are several steps in the process of collecting data, they are as follows;

1. The researcher watches video of the debate between Joe Biden and Donald Trump.
2. The researcher downloads the transcript of the debate between Joe Biden and Donald Trump.
3. The researcher observes every utterance which is flouted and analyzes the strategies used by the speakers.
4. The researcher takes notes of the utterances from the transcript and categorizes the data based on the classification of the problem
5. The researcher puts the data into data sheet and coded them.

E. Technique of Data Analysis

This research employs Spradley Model Analysis which is known as Ethnographic Analysis to analyze the data. Ethnographic analysis contains four qualitative data analysis techniques. They are (a) domain analysis, (b) taxonomic analysis, (c) componential analysis, and (d) theme analysis. This research attempts to unveil the flouting of maxims and the strategies of how they flout the maxims used by the two candidates of U.S president, and how strategies are viewed from eclectic approach.

a. Domain Analysis

Domain analysis is the first type of ethnographic analysis to be taken in analysis sequence. In this form, it involves a search for the larger units of cultural knowledge which is called domains. The goal of domain analysis is to understand better the domain. In this analysis, domain analysis is applied to categorize the utterances which are flouted based on the segments in speech.

Table 3.1

Segmentation of Flouted Maxim Utterances

Domain	Utterances	Research Focus	Types of Flouted Maxims	Strategy of Flouting Maxims
Segment I	Chris Wallace: (06:04) "President Trump, you have begun to increasingly question the effectiveness of masks as a disease preventer. And in fact, recently you have cited the issue of waiters touching their masks and touching plates. Are you questioning the efficacy of	"No, I think masks are okay. You have to understand, if you look... I mean, I have a mask right here. I put a mask on when I think I need it. Tonight, as an example, everybody's	Maxim of Quantity	Overstatement

	<p>masks?”</p> <p>President Donald J. Trump: (06:20) “No, I think masks are okay. You have to understand, if you look... I mean, I have a mask right here. I put a mask on when I think I need it. Tonight, as an example, everybody’s had a test and you’ve had social distancing and all of the things that you have to, but I wear masks-“</p> <p>Vice President Joe Biden: (06:33) “Just like your rally.”</p> <p>President Donald J. Trump: (06:33) “... when needed. When needed, I wear masks.”</p>	<p>had a test and you’ve had social distancing and all of the things that you have to, but I wear masks-“</p>		
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b. Taxonomic Analysis

Taxonomic analysis is the second step in ethnographic analysis process. Spradley states that a taxonomy is a classification system that inventories the domain into flowchart or other pictorial representation to help the researcher understand relationship among domains. In this research, taxonomy analysis is used to classify the data and apply the data coding based on the classification.

Table 3.2

The Recapitulation of Types of Maxims and the Flouting Maxims Strategies Analysis

Domain	Types of Maxims/ Strategy																											
	Quantity							Quality							Relation							Manner						
	T	M	O	U	RQ	I	Σ	T	M	O	U	RQ	I	Σ	T	M	O	U	RQ	I	Σ	T	M	O	U	RQ	I	Σ
Segment I	-	-	-	4	-	-	4	-	-	-	-	-	1	1	-	-	2	1	-	-	3	-	-	-	2	-	-	2
Segment II	-	-	3	-	-	-	3	-	-	-	-	-	0	-	-	-	1	1	-	-	2	-	-	-	2	-	-	2
Segment III	-	-	-	2	-	-	2	-	-	-	-	-	0	-	-	-	1	2	-	-	3	-	-	-	-	-	-	0
Segment IV	-	-	1	-	-	-	1	-	-	-	-	-	0	-	-	-	-	-	-	-	0	-	-	-	-	-	-	0
Segment V	-	-	2	-	-	-	2	-	-	-	-	-	0	-	-	-	-	-	1	-	1	-	-	-	2	-	-	2
Segment VI	1	-	5	-	-	-	6	-	-	-	-	-	0	-	-	-	-	2	-	-	2	-	-	-	1	-	-	1
Total	1	0	11	6	0	0	18	0	0	0	0	0	1	1	0	0	4	6	1	0	11	-	-	0	7	-	-	7

Note : T : Tautology
M : Metaphor
O : Overstatement
U : Understatement
RQ : Rhetorical Question
I : Irony

c. Componential Analysis

According to Spradley (1979:174), componential analysis is systematic “search for attributes (components of meaning) associated with cultural symbols” After the researcher finds the result of types of flouted maxims and the strategies how to flout the maxims, component analysis is employed to recap the result.

d. Cultural Theme Analysis

The last step in ethnographic sequence is culture analysis. Culture analysis is carried out by developing themes that go beyond such as inventory of domains to discover the conceptual themes that members of society use to connect these domains (Spradley, 1979:185). In this research, cultural theme analysis is used to draw the conclusion about relationship between the flouting maxim strategies and eclectic approach.

F. Credibility and Dependability

Credibility is seen to establish the trustworthiness and dependability has the function to measure the reliability and objectivity of the findings. It can be gained by conducting triangulation (Vanderstoep and Johnston, 2009: 179). According to Bell (1999), triangulation is a cross-checking method which investigate one phenomenon or real condition of individual records by gathering the data from several informants and sources and consequently comparing and contrasting the data with another to provide study as balanced as possible. This technique is applied to get the validity of data. Denzin (1989) divides triangulation into four basic types, they are triangulation of methods of data collection, investigator triangulation, theory triangulation (including methodological variations that account for between-method and within-method approaches) and triangulation of data sources (as cited in Fitri: 2019). In checking the trustworthiness, the researcher’s supervisors took part in examining the data since the researcher consulted the research continually to them. They are Anis Sutrisno, S.Pd., M.S.I. as

the first supervisor and Agung Murjiawan, S.S as the second supervisor. Then, through their analysis, the trustworthiness of the data was re-checked to ensure the suitability between the theories and the data analysis in this research.

