

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the study. Some materials are included as the methodology of the study. Those discussed materials are stated as the following there are research design, data sources, instrument, data collection, data analysis and triangulation.

A. Research Design

The study concerned with the conversational implicature main character's utterances that occurred in the dialogue of Pinocchio Novel. It was aimed to investigate how the conversational implicature being formed in dialogue of Pinocchio and determine the type of conversational implicature. This research employs the theory of implicature which is proposed by Grice (1975) to identify the forming process of conversational implicature and determine the type of conversational implicature.

The study used descriptive qualitative as the research design. In this case, the writer collected the whole data related to utterances in dialogue of Pinocchio novel. Considering that this research is descriptive qualitative, so it doesn't use hypothesis of the problem statements as usually applied in quantitative method. The underlying theories discussed in previous chapter have the function as the basis and sufficient information used by the researcher to analyze the utterances containing conversational implicature.

B. Data Sources

The source of the main data in this study is one of literary works that is novel entitled Pinocchio retold from the Carlo Collodi original by Tania Zamorsky. The data of this study were the utterances by main character of Pinocchio novel which are indicated conversational implicature. The data were limited only the utterances that type of conversational implicature.

C. Instrument

The instrument of the study is the researcher herself. Researcher got the data, which are the dialogue containing conversational implicature after the process of reading intensively. The underlying theory about conversational implicatures itself us used as the source of information in getting the relevant data.

D. Data Collection

The technique of observation is particularly important in this research. According to Creswell (2003) data collection procedures in qualitative research involve four basic types: observations, interviews, visual images, and documents.

The researcher does not involve herself into the dialogue or conversation among the speech participants. It means that, in collecting the data, the researcher does not act as a speaker or hearer to respond or to listen to the other speech participant. The researcher only observes the situation in the novel comprehensively. Since the participant of speaking process does not realize that

they have been observed by the researcher, this kind of observational method helps the researcher to collect the data objectively.

The data for this study is taken by close reading and observation *Pinocchio* novel. The data, specifically, will be taken from the dialogues of the main character in the novel. It focuses on the conversation between the main character in the *Pinocchio* novel which deal with utterances related to the conversational implicature.

The data for this study is found in the form of utterances such as words, phrases, clauses and sentences which were taken from the novel. Yet, not all the utterances will be the data of this study. For this research, the researcher used the theory of cooperative principles of conversation and implicature by Grice (1975) to answer the research questions. This theory would be applied to analyze the utterances spoken by the main character of the novel to find out which conversational implicature.

E. Data Analysis

There were also some stages on how to analyze the data, Miles and Huberman (1994) reveal three current flows of data analysis, namely data reduction, data display, and conclusion drawing/verification. Data reduction is the process of selecting, focusing, simplifying, abstracting, and transforming data that exists in the real transcriptions. Data display is organized information including the final conclusion. Conclusion drawing is meant to state a temporal result of the study.

1. Data Reduction

In this step, the researcher chose some relevant utterances in the dialogue of *Pinocchio* novel. The writer only focused on main character's utterances.

2. Data Display

The writer then classified these utterances based on the type of conversational implicature.

The data will be classified based on type of implicature as follows:

Data	Utterance	Type of Implicature	
		GCI	PCI

Note:

GCI: Generalized Conversational Implicature

PCI: Particularized Conversational Implicature

3. Data Analysis

The writer described the process of forming implicature of each utterance and determined the type of implicature based on the theory of conversational implicature which proposed by Grice (1975).

4. Conclusion Drawing

Finally, the writer drew a conclusion in relation to process of forming implicature exactly the types of conversational implicature.

F. Triangulation

Triangulation is the concept of employing a multi approach method in collecting data, information or evidence. Although in its nature, triangulation comprises of four types, namely, methodological triangulation, data triangulation, investigator triangulation, and theory triangulation but this study only uses one of them. It is investigator triangulation. Investigator triangulation requires more than one person examines the same situation for the reliability of the method. Through investigator triangulation, the researcher asks an expert. Furthermore, the researcher will ask the expert validator to avoid subjectivity in determining the results of data analysis and to ensure the data results reliability.