

CHAPTER III

RESEARCH METHODS

A. Research Design

According to Hignett & McDermott (2015) qualitative research is concerned with the understanding of meaning. Qualitative research interested om how people make sense of their world and how they interpret and experience different events. According to Ary et al. (2018), qualitative research can employ written records to better comprehend the phenomena under research. In this study, more precisely the descriptive-qualitative method is applied. The researcher chose the descriptive-qualitative method because descriptive-qualitative method is a valuable tool for researchers who want to explore complex human phenomena, gain deep insights, and understand the world from the perspective of those they study. To define the maxim that is flouted in the 2024 Indonesian vice-presidential debates, the study is done using a qualitative descriptive design. The data were descriptively analyzed based on the maxims of quality, quantity, relation, and manner that were flouted. The problem was analyzed using the theory proposed by Grice (1975) and Searle (1969).

B. Research Object

The object of this research were the flouting maxims committed by the 2024 Indonesia vice-presidential candidates in the 2024 Indonesian vice-presidential debate.

C. Data and Data Sources

The data for this study were utterances containing flouting maxims during the 2024 Indonesian vice-presidential candidate debate. The data were collected from the 2024 Indonesian vice-presidential candidate debate video and its script. The data came from the 2024 Indonesian vice-presidential candidate debate video on the YouTube channel and the official website of the General Elections Commission (KPU). The data were collected after the 2024 Indonesian vice-presidential candidate discussion was over.

D. Technique of Collecting Data

In this research, the data collection method uses documentation and note-taking. The method of collecting data through documentation is the same as collecting data through documents, articles, government websites, or audio or video recording scripts from research

item sources. Note-taking is a technique for recording important information that is relevant to the topic. To find out the violations of maxims expressed by the vice presidential candidates in the 2024 vice presidential debate, the steps for collecting data are as follows:

1. **Data Source Identification:** Researchers begin by identifying and downloading the 2024 Indonesian vice-presidential debates video as the primary data source for the study. Specially, the data of utterances consisting of flouting maxims during the 2024 Indonesian vice-presidential candidate debate.
2. **Data Collection:** The data collection process involves a documentation method, where researchers collect the utterances containing flouting maxim in the 2024 Indonesian vice-presidential debate video, including the debate script. In addition, researchers applied the note-taking method to record points of flouting maxim spoken by the vice-presidential candidates in the 2024 Indonesian vice-presidential debates.

E. Data Validity

Researchers employed data validity triangulation during data validation. The data sources in this study and the data collecting approach were triangulated. Data triangulation is data validation by comparing and checking data from different sources or different data collection methods. For examples matching data found through documentation with data that emerged in observations or survey. Triangulation is defined as the use of various data sources and methods to develop results from a phenomenon by Patton (1999: 1192). So, in this study, data triangulation is used to compare data collection methods with documentation and note-taking. The method of collecting data through documentation is the same as collecting data through documents, articles, government websites, or audio or video recording scripts from research item sources. Note-taking is a technique for recording important information that is relevant to the topic. The data sources of this study are the 2024 Indonesian vice-presidential debate videos, its script, and its screenplay. Data triangulation uses coding methods to process research findings from various sources and data collection methods.

Combining these two methodologies allows for a deeper and more comprehensive understanding. The employment of two separate data collection methods enhances the information, resulting in a solid data basis. Data triangulation also improves the consistency and validity of the research. If the findings from both data sources complement and support one another, the evidence in the research results will be clearer.

F. Technique of Analyzing Data

This study applies pragmatic identification to analyze data. In the analysis of this research, the researcher applies Grice's (1975) theory of cooperative principles and speech act by Searle (1969). The data analysis procedure in this study is as follows:

1. Classifying the data: researchers group the data according to four different classification flouting maxims based on cooperative principle theory by Grice (1975), including violations of the maxim of quality, maxim of quantity, maxim of relationship, and maxim of manner. Then the researchers group the data according to five different functions of speech act based on speech act theory by Searle (1969), including assertive, declarative, expressive, directive, and commissive.
2. Describing and interpreting the data: researchers examine in more depth the data that has been taken and compare it with the theory that has been used as a guide in this research. Researchers focus on flouting maxim that occur in the data that has been taken.
3. Drawing conclusions based on research results.

G. Method of Presenting the Research Results

The findings of this study will be given in the form of tables and text that includes phrases and sentences.

1. The table in this study shows the amount of violations of each maxim that happened during the 2024 Indonesian vice-presidential candidate debate and the amount of speech act performed during the 2024 Indonesian vice-presidential candidate debate.
2. The researcher provides descriptive explanations for the analysis of research outcomes. The researcher will offer the original data collected, then highlight the essence of the sentence displayed, and explain the function of why the maxim was violated.