

CHAPTER III

RESEARCH METHOD

This chapter presented of research method. It covered; research design, unit of analysis, source of data, research instrument, technique of collecting data, and technique of analyzing data.

3.1. Research Design

To analyse the English textbook, The writer uses descriptive qualitative method with data analysis approach in this study. It means that the research conducts library research to explain, describe, and analyze the problems of the research. This study is kind of qualitative research. Moleong (in Arikunto, 2010:21) mentions several characteristics of qualitative research. They are natural setting, involving human as instrument, inductive analysis, descriptive, leading the process rather than result, limitation of focus, temporary design and Result of the study discussed and agreed together with the source of data.

Moreover, qualitative research is focused on investigating the phenomenon and on asking the participants' perception and feeling under study. It is common way on understanding social knowledge. Cresswell (1994: 145) defines that qualitative method deals with gaining the words or pictures. It neglects computing numbers and statistics. Besides, data is obtained from quotes of documents, interviews, field notes, and sometimes from experts in videotapes, audiotapes, or electronic communication. The

qualitative researcher likes to interpret description of the people, objects, events, places, conversations, and so on. Based on the explanation above, the data of this study is obtained from the conversation in the English text book.

3.2. Unit of analysis

The unit of analysis in this research is implicature and cooperative principles in conversation part of pathway to English coursebook for Senior High School grade X.

3.3. Source of data

In this research, there is only primary data which directly adopted by researcher from main source. Primary data of this study is taken from a textbook entitled *Pathway to English* for Senior High School students grade X. The data is taken from the conversation in the textbook. To support in analyzing the data, Several pragmatic books and some journals which are related to the implicature and cooperative principles from internet are used in this study.

The data of the research is in the forms of words, phrases, clauses, and utterances in the spoken texts in *Pathway to English* textbook which expose the phenomenon of conversational implicature. There are ten conversation parts which can be seen in the table below:

Table 3. 1: Source of data in this research

No	Code	Topic	Pages
1	CO01	Lose weight	22
2	CO02	Dinner at the weekend	24
3	CO03	A fire in a tall building	28

4	CO04	An interesting novel	32
5	CO05	Watering plants	32
6	CO06	A camping plan	40
7	CO07	Talking about Nelson Mandela	95
8	CO08	School anniversary	108
9	CO09	Rice cooker	170
10	CO10	Importance of friend	184
11	CO11	A horse	185

3.4. Research instrument

Instrument is a tool or the way that is used to obtain the data or information in research. Since this study is categorized as qualitative research, the instrument of this study is the researcher herself which is called as human instrument. The primary instrument is the researcher who gains, collects and analyzes the data.

3.5. Technique of collecting data

Gathering data from relevant sources is called collecting data. It is to achieve research objectives. Dornyei (2010: 125) classified data collection technique into three: observation, interview, and documentation. Observation means the description as the result of field collecting such as event, act, human behaviour, interaction, organization or other aspects from human activity. Interview is a transparent questioning process and response from people about opinion, emotion, and behaviour in society. Documentation is collecting data through library research such as books, newspaper, artistic works, memorabilia, etc.

Based on the definition above, the writer uses documentation in the case of library research in the form of English textbook entitled *Pathway to*

English. To gain the data, the writer conducts several steps which are proposed by Utami (2017: 18) as follows:

1. The writer looks for the English textbook “*Pathway to English*”
2. The writer takes the conversation in the English textbook
3. The writer looks for the conversation
4. The writer underlines the utterance in the conversation which contains implicature or cooperative principles

3.6. Technique of analyzing data

A data analysis is a systematic process which the researcher searches and arranges the data in order to increase their understanding of the data and to enable them to present what they learn to others. After the data have been collected, the researcher analyzes the data as follow:

1. Reading a conversation

It is conducted to get and understand the context which appears in the conversation

2. Identifying implicature and cooperative principles

The writer identifies the utterance in the conversation whether included implicature of cooperative principles

3. Categorizing implicature and cooperative principles

After finding the utterance contains implicature or cooperative principles, Then, the researcher categorizes the conversation based on the unit analysis. To categorize the data, the researcher uses the table below:

Table 3. 2: Technique of analyzing data

Code	Data	Kinds of implicatures	Maxims				Context
			QN	QL	RE	MA	
C1	Angelina : Where do you work? Robin : I work for United Bank		v				They are friends and do not meet for long time. Then, they keep relationship by talking about job.

4. Explaining the findings

This step is done as the continuity of data analysis. The researcher concludes the implicature and maxim are found in the English textbook entitled *Pathway to English*. Then, she explains it.

