CHAPTER 3
RESEARCH METHODOLOGY

This chapter describes the research design, source of the data, approach, technique of collecting data, and the technique of analyzing data. The purposes of this research not only were to build student’s knowledge about the politeness principle. Whereas, the definition and the kinds of politeness principle, but also to be evidence for students how the characters of the novel apply politeness principle.

3.1 The Research Design

This research is used descriptive qualitative analysis. Descriptive qualitative analysis research is a method which shows the data analysis with a descriptive data, not with numerical form. At the same time as Sugiyono (2012, p. 13) stated that “Qualitative research is descriptive. The data collected is in the form of words or pictures rather than number.” While, Miles and Huberman (1994, p. 6) acknowledged that qualitative research is conducted through an intense and or prolonged contact with a “field” or life situation. These situations are typically “banal” or normal ones, reflective of the everyday life individuals, groups, societies, and organization.

These methods apply procedure of searching, collecting, classifying, interpreting the data, and then take the conclusion. As a result, this research is use observation, collecting data through document as the procedure of descriptive method.

3.2 Source of the Data

The source of the data is taken from the text of novel To Kill a Mockingbird. Besides that, some document such as article in journal, book and other information from internet were
used to support the analysis of data. In addition, this research uses a number of relevant book, relevant report and research method book, especially related to the pragmatic study.

3.3 Approach

The researcher use pragmatic approach as the approach of this research. This research uses the approach because politeness principle is one of pragmatic analysis. This research is focuses on the aspect that make the utterance violate the approbation and agreement maxim of politeness principle in “To Kill a Mockingbird”. The reader be able to recognize the meaning of the utterance by envelop pragmatic framework.

3.4 Technique of collecting data

The procedures of this research apply qualitative procedures. Besides that, this research also use pragmatic approach to make meanings on what should the researcher going to do and to understand with the politeness principle occur in the novel. Then the researcher uses the following steps to collect the data:

1. **Searching**

   The first step is the researcher will search a discourse which is the object of the researcher. In this case, the researcher use the text of novel “To Kill a Mockingbird” as the object to be analyzed. It is caused the text of novel also called a discourse.

2. **Reading and Note-Taking**

   In this step, the researcher read all of the discourse (the novel) as the responsibility of the researcher to know the entire story of the novel. While reading, the researcher identifies the text. In identify, the researcher reading the novel and mark some sentences which are containing the utterances of the violation of approbation and agreement maxims politeness because the focus of the researcher is to find that violation. For example;
Jem : Why don’t you come over, Charles Baker Harris?
   “Lord, what a name.”
Dill : “’s not any funnier’n yours. Aunt Rachel says your name’s Jeremy Atticus Finch.”

That is one of the data which is the researcher want to find on the text of the novel.

Besides mark the data, the researcher takes a note about the maxim category of the utterances.

3. **Categorizing**

After reading and identify the text of novel, the researcher categorize the data based the violation of the maxims while violation of approbation or agreement maxims. For example;

**Data violation of maxim approbation**

Jem : “Why don’t you come over, Charles Baker Harris?”
   “Lord, what a name.”
Dill : “’s not any funnier’n yours. Aunt Rachel says your name’s Jeremy Atticus Finch.”

**Data violation of agreement maxims**

Jem : -It’ll be in all the grades soon. You don’t have to learn much out of books that way—it’s like if you wanta learn about cows, you go milk one, see?”
Scout : “Yeah Jem, but I don’t wanta research cows, I-”

3.5 **Technique of Analyzing Data**

The data were analyzed by using qualitative descriptive method. For the reason that, the data which taken was described base on the aspect and theory that the researcher used. Therefore, I take the following steps as part of the process of analyzing the data:

a. Identify the utterances which contains the approbation and agreement maxims

b. Analyze the data based on the categorized of violation. The data also analyze by the context and the character of utterances such as assertive, directive, expressive and commissive and also the pragmatic scale of the utterances.