CHAPTER III

RESEARCH OBJECT AND METHOD

This chapter describes the object of this research and the method to analyze the phenomena or problems in this research.

3.1 Research Object

The object of this research is the violation maxim of manner taken from *Twilight* Novel by Stephenie Meyer. This novel was published in 2005 by Little, Brown and Company. It is a modern novel in which there are many phenomena about conversational implicature.

Twilight tells about the relationship between human (Bella, Jacob, Charlie, Jessica, Tyler, Billy) and vampires (Edward, Alice, Jasper, Rosalie, Emmett, Carlisle, Esme, James, Victoria, Laurent). The story is getting interesting when Edward falls in love with Bella. They have to keep struggling because their relationship faces many obstacles. Since Edward is a vampire, there is a part of him that thirsted for Bella's blood. He has to be careful to be close to Bella without making her to be his victim. Besides, there are the other vampires who want Bella's blood. In this condition, their love is tested. Edward tries hard to protect Bella from them.

3.2 Research Method

This research focuses on the analysis of violation of maxim of manner in conversational implicature and the inference of conversational implicature appearing in Twilight. To describe and explain the analysis itself, the writer used qualitative method. Based on Cresswell (1994:1) in *Research Design Qualitative and Quantitative Approach*, qualitative method is defined as inquiry process of understanding a social human problem based on building a complex, holistic picture, that is formed with word, reporting detailed view of informants, and conducted in natural setting.

3.2.1 Data Collection

To analyze the violation of maxim of manner in conversational implicature appearing in Twilight, the writer read Twilight novel comprehensively first in order to find out the data, and then coded these data. Having coded the data, the writer classified them based on the violation of maxim of manner. The writer used table as an instrument to present the classified data based on the violation of maxim of manner. The result of the classification based on the maxim of manner was reclassified based on the kinds of conversational implicature. Finally, the writer analyzed the data based on the relevant theory.

3.2.2 Data Analysis

In this research, the writer analyzed the violation to the maxim of manner in conversational implicature pragmatically. It means that the writer analyzed the data based on the assumption that exists in the context and even beyond the context.

In analyzing data, the writer described and explained the answer of the research questions; the kinds of violation of maxim of manner in conversational implicature and the inference of conversational implicature itself. First, the writer used Lewis's theory about features of context of situations in finding out the elements of the conversation. Second, Grice's theory about kinds of conversational implicature is used to find out the kinds of conversational implicature. Third, to find out the kinds of violation to the maxim of manner, the writer used Grice's theory about the maxim of manner. Fourth, the writer used Saddock's theory to analyzed context of situation to find out the inference of the conversation. Fifth, Stalnaker's theory and Keenan's theory about presupposition are used in analyzing the inference of conversational implicature. Finally, the writer concludes the possible inference based on context of situation and presupposition analysis.

Example:

Data:

I rolled my eyes. "Vampires like baseball?"
"It's the American pastime," he said with mock solemnity.

(Meyer, p.347)

1st step: analyzing data based on Lewis' theory

Utterance 1 : *speaker*: Bella, *audience*: Edward,

Utterance 2 : *speaker*: Edward, *audience*: Bella,

Place: in cafeteria, *time*: in lunch time. Bella is having lunch in cafeteria. She is accompanied by Edward. Suddenly, Alice and Jasper join with them. Alice tells Edward that Emmett wants to play baseball this afternoon. Jasper asks Edward whether he wants to play or not. Alice reminds Edward that he should bring Bella to the game.

(Utterance 1) "Vampires like baseball?"

(Utterance 2) "It's the American pastime,"

2nd Step: analyzing the kinds of conversational implicature based on Grice's theory

Based on Grice theory, this case is generalized conversational implicature because there is no particular context or special scenario being necessary. Actually, they are talking about the plan to play baseball. Bella is surprised that vampires like baseball.

3rd Step: analyzing the maxim of manner based on Grice's theory

In that case, there is a violation of maxim of manner. Edward makes an obscurity utterance by answering *It's the American pastime;* whereas Bella asked whether vampires like baseball or not. Edward didn't explain what it means.

4th Step: analyzing the inference of the data based on context of situation

Based on context of situations analysis, the writer can infer that vampires like baseball because vampires who do not play baseball are the vampires in American's past time. Now vampires in America like to play baseball.

5th Step: analyzing the inference of the data based on presupposition theory

According to presupposition theory (presupposition is an implicit assumption about the background belief relating to the utterance), by saying *It's the American pastime*, the writer can infer that:

a. In the past time, American vampires did not like to play baseball.
b. Since America has changed, vampires like to play baseball.
c. Edward, Alice, Jasper, and Emmett are American vampires.
d. They like to play baseball.

6th Step: analyzing the possible inference based on context of situation and presupposition analysis

By looking at the appearing presupposition and the context of situations, since the question only asks whether vampires like baseball or not, the inference is **Vampires like baseball**.