CHAPTER III

RESEARCH OBJECT AND METHOD

In this chapter research object, research method, and data source are discussed.

3.1. Research Object

This research discusses Maxim Violation in the slogan of Coca Cola. There are four types of maxim violation. There are violating maxim of quantity, quality, relevance, and manner. This research focuses on one, two, three, or four maxims violation that occurs in the data. Furthermore, this research discusses about pragmatic context that raises the indication in the slogan of Coca Cola.

3.2. Research Method

This research uses descriptive analysis method. According to Sugiyono, this kind of method is:

> *"Metode Deskriptif Analisis merupakan metode penelitian dengan cara mengumpulkan data – data sesuai dengan yang sebenarnya kemudian data data tersebut disusun, diolah, dan dianalisis untuk dapat memberikan gambaran mengenai masalah yang ada " (Sugiyono, 2008)*

Based on the theory, it can be assumed that the method works initially on the collected data: which is from the slogan of Coca Cola in the book *The Emperors of Coca Cola: The Man Who Built The Brand by* Murray Eldred. From the

selected data, the method addresses the issue on the specified topic of discussion. From this, the analysis reveals the description regarding the data.

3.2.1 Data Collection

The data were taken from the slogans, in the book *The Emperors of Coca Cola: The Man Who Built The Brand by* Murray Eldred, published in 2008. In order to keep the focus on this research, the writer collects the data under the basis of the theory proposed by Herbert Paul Grice about Cooperative Principle to analyze. Therefore, in collecting the data, several steps are applied:

1. First, the writer marks the potential data from the slogan of Coca Cola.
2. Second, the data that have been marked is recorded based on the indication of maxim violation in the data.
3. After being recorded, the data are classified into four categories one, two, three, and four maxims violation.
4. There were 47 data, 14 data violating one maxim, 15 data violating two maxims, 10 data violating three maxims, and 8 data violating four maxims.

3.2.2 Data Analysis

There are several steps in analyzing the data.

1. First, the writer identifies what maxims of Cooperative Principle are violated in the data, whether maxim of quantity by giving more or less information, maxim of quality by giving less precise information or invalid information, maxim of relevance by giving irrelevant information, and maxim of manner by using ambiguity or giving unclear information.
2. After maxim violation is identified, the writer explains the indication of each maxim violation in the data and the reason why it is violated.
3. After the indication is explained, the writer explains what pragmatic context is used by observing at the context in the data, whether it is linguistic, social, physical or epistemic context to support the indication of the maxim violation.
4. At the end, the writer gives conclusion of the analysis systematically from the identification of the maxim violation in the data until the pragmatic context that is used in the data to support the indication.

Below is one of the analysis samples.

Data

Good till the last drop

The data violates maxim of quantity because the slogan gives less information. There is omitted information in the slogan. The omitted information is about Coca Cola itself as the offered product. The slogan should be *Coca Cola is good till the last drop.* The advertiser intentionally omits the information about the offered product to increase consumer's curiosity, which makes them dig deeper about the product to find out what the omitted information is. After they found the omitted information that Coca Cola is good till the last drop, consumers will be challenged to prove the product whether the product is really good till its last drop or not.

The pragmatic context that is used in this data is epistemic context because *good till the last drop* is just advertiser's belief. The advertiser wants consumers believing to what he informed in the slogan and consumers will be attracted or challenged to try the product.

3.3. Data Source

The data were taken from the slogan in the book *The Emperors of Coca Cola: The Man Who Built The Brand by* Murray Eldred, published in 2008. The slogans of Coca Cola were chosen because the language expression of slogan is short but, in its use, it has many indications for both the speaker and the hearer. Therefore, the language of slogan is chosen to accommodate the complexity of pragmatic analysis through maxim violation, as in this research.