CHAPTER III

RESEARCH OBJECT AND METHOD

This chapter discusses the research object, research method including collecting and analyzing data techniques, and data sources.

3.1 Research Object

The main object of this research is the violations of tact and generosity maxims. Tact and generosity maxims are two of the six politeness maxims proposed by Geoffrey Leech. He (1983:133) states that tact and generosity maxims only focus on the cost and benefit involving the speaker and the listener. However, he limits tact and generosity maxims to only impositive and commissive utterances. Even though both maxims focus on cost and benefit, tact maxim only focuses on the listener while generosity maxim focuses on the speaker. Based on the research object, the violations in impositive and commissive utterances dealing with cost and benefit factors involving the speaker and listener found in the data source are analyzed.

3.2 Research Method

The method used in conducting this research is a descriptive qualitative method. Surakhmad (1994:139) defines that this method focuses on the techniques of searching, collecting, classifying and analyzing the data. From the statement, it can be concluded that this research method emphasizes on collecting the data and

then giving the description of the data analysis. Afterwards, based on the analyzed data, the conclusions of the research are then made.

3.2.1 Data Collection

In order to do the analysis, a novel written by F. Scott Fitzgerald entitled *The Great Gatsby* is chosen to be the data source. The data are all taken and collected from the conversations that occur in the story. First, the novel was read closely to discover the utterances categorized as impositive and commissive. Then to which parties the cost and benefit go in those utterances are determined, whether it is to the speaker or to the listener. Therefore, the tact or generosity maxim violation can then be detected. Afterwards, a list of those chosen data is made to make it easier to do the analysis later. After that, those utterances that have been separated into the list were classified based on the kind of maxim violations. After the classifying process was done, the data were then analyzed using the chosen method.

3.2.2 Data Analysis

The collected data taken from the conversations occur in the novel are explained and described according to the chosen theories—politeness maxim, pragmatic, and cost-benefit scale. Firstly, the data were determined whether it is impositive or commissive utterance. Then the data are analyzed by discovering the speaker's intention as to why the politeness maxim has been violated. Then, from the violated utterance, the implicature of those utterances are taken. Lastly, based

on the cost-benefit scale theory, the utterance is determined whether it violates tact, generosity, or both maxim.

3.3 Data Sources

A novel written by Francis Scott Fitzgerald in 1923 entitled *The Great Gatsby* was chosen to be the data source of this research. As the object of the research focusing on the cost and benefit involving two participants, speaker and listener, this research only used the data taken from the conversations occur in the novel. In the novel, there are many examples of politeness maxim have been found. So, it is interesting to find politeness maxim violations as many examples of politeness maxim occur. The time setting of the story told in the novel is also the reason as to why this very novel was chosen to be the data source. It is because in that time setting in America, people, especially the ones in the novel, are common and familiar with politeness behavior as it is determined as the measurement of being gentlemen.

In the novel, eighteen data consisting either tact or generosity maxim violations are found. The data are classified into several categories, tact maxim violation, generosity maxim violation, generosity maxim violation with tact maxim, and the last generosity and tact maxim violation. Consequently, there are three data of tact maxim violation, one data of generosity maxim violation, five data of generosity maxim violation with tact maxim, and nine data of generosity maxim and tact maxim violation.