

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is a structured plan that outlines the approach, methods, and techniques used to conduct a study. It served as a guide for researchers to systematically investigate a research problem and ensure coherence in the research process (Creswell, 2014). In this study, the researcher employed a descriptive qualitative method to analyze the use of implicature phrases in the podcast episode "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*" which means "Doctors Can Enrich Themselves, But Doctors Selling? Where's the Ethics?" from *Curhat Bang Denny Sumargo's* YouTube channel.

The qualitative approach was chosen because it allowed an in-depth exploration of meaning and interpretation rather than numerical measurement. As stated by Sugiyono (2017), qualitative research was interpretative in nature, focusing on understanding language use in its natural context. This method was suitable for analyzing implicature phrases, as it enabled the researcher to examine implied meanings, contextual influences, and potential misunderstandings arising from different interpretations of language used in the podcast.

Through this study, the researcher aimed to identify and categorize implicature phrases while analyzing how they contributed to communication dynamics in the podcast. By applying a qualitative descriptive approach, the study provided a deeper insight into the role of implicature in spoken discourse, particularly in digital media conversations such as podcasts.

3.2 Data Source

The data source in this study consisted of utterances containing implicature phrases found in the podcast episode "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*" which means "Doctors Can Enrich Themselves, But Doctors Selling? Where's the Ethics?" from *Curhat Bang Denny Sumargo's* YouTube channel. This episode featured a discussion between Denny Sumargo and Dr. Tirta, where various conversational implicatures emerged through their dialogue. The podcast served as a rich source of linguistic data, allowed the researcher to analyze the implicit meanings conveyed beyond the literal interpretation of words.

The primary data in this study were the spoken utterances in the podcast that contain implicature elements. These utterances were transcribed and analyzed to identify different types of implicatures and their contextual interpretations. The researcher focused on phrases that could lead to multiple interpretations or potential misunderstandings, providing insight into how implicature functions in digital media conversations. Additionally, to support the analysis, secondary data from relevant literature, including books, journal articles, and previous studies on implicature and pragmatics, were used. These sources provided theoretical foundations and frameworks for analyzing the implicature phrases found in the podcast.

3.3 Research Instrument

In this study, the researcher served as the primary research instrument, as qualitative research relies on human interpretation to analyze data Arikunto (2013).

The researcher were responsible for collecting, transcribing, categorizing, and interpreting implicature phrases found in the podcast episode "*Dokter Boleh Perkaya Diri, Dokter Kok Jualan? Mana Etiknya?*" which means "Doctors Can Enrich Themselves, But Doctors Selling? Where's the Ethics?" from *Curhat Bang Denny Sumargo's* YouTube channel. Through active listening and critical analysis, the researcher identified conversational implicatures and examined their meanings within the given context.

To ensure a systematic process, the researcher applied the *Coding Classroom Dialogue* method developed by Hennessy et al. (2020), which involved the following steps:

1. Transcription Sheets – Spoken dialogues were transcribed into written form to facilitate the identification and analysis of implicature phrases.
2. Coding and Categorization Framework – A structured coding system were employed to classify types of implicatures, distinguishing between conversational and conventional implicatures.

By utilizing these instruments, the researcher ensured that both data collection and analysis were carried out systematically, enabled a comprehensive examination of implicature phrases within the selected podcast episode.

3.4 Procedure of Collecting the Data

According to Sugiyono (2018), data collection is a crucial step in research because it significantly influences the validity and reliability of the results. In content analysis, as stated by Mayring (2004, in Dwiwulandari & Dewanti, 2020), the objects of analysis can include transcripts, documents, discourse, or observation

notes. Since this study used a podcast as the primary data source and analyzed dialogue transcripts, the research design was selected accordingly.

To achieve the research objectives, this study followed several stages as outlined by Dwiwulandari and Dewanti (2020). First, the utterances in the podcast were classified into two main types of implicature: Conversational Implicature and Conventional Implicature. Next, the utterances classified as Conversational Implicature were further analyzed based on how the speaker conveyed them, including flouting or violating the four conversational maxims according to Grice's Cooperative Principle. Finally, the Conversational Implicature utterances were categorized into Generalized Conversational Implicature and Particularized Conversational Implicature, taking into account both the textual and contextual meanings of the statements.

3.5 Technique of Analyzing the Data

In this research, data analysis was conducted using Miles and Huberman's (2014) three-step process, which was adapted to achieve the objective of analyzing implicature phrases in the selected podcast episode. The three steps were as follows:

1. **Data Reduction:** The collected data from the podcast transcription was carefully examined to identify relevant implicature phrases. Irrelevant or redundant information was eliminated, and only phrases containing conversational or conventional implicatures are retained for further analysis.
2. **Data Display:** The selected implicature phrases were organized in a structured manner, such as tables or categorized lists, to facilitate a clearer understanding. The researcher categorized the data based on the types of

implicatures (conversational and conventional) and subtypes where applicable.

3. Conclusion Drawing and Verification: The researcher interpreted the findings by analyzing the meaning and function of each implicature phrase within the podcast's conversational context. The implications of these findings were then verified by cross-checking the interpretation against relevant linguistic theories, particularly Grice's theory of implicature.