

CHAPTER 3

RESEARCH METHOD

3.1 RESEARCH METHOD

In conducting the research, it is important for the researcher to determine the research method that the researcher would like to use. On this chapter, the researcher will give brief explanation of research method used in this research.

3.1.1 Research Design

This study is descriptive qualitative research. The descriptive research is a research conducted to answer more abstract or concrete question. This type also can generate to mindless gathering or abstract empiricism (Broadhurst, Holt, & Doherty, 2012). On the other hand, qualitative research method is developed in the social science to enable the researcher to study social and cultural phenomena like case study and ethnography (Bricki & Green, 2007).

Furthermore, this research describes the characteristics of the verbal humor from stand-up comedy concert by Louis C.K. Therefore, the research is not only on collecting and organizing the data, but also describing and analyzing the data. The research is also qualitative. It means the research is not be presented in statistic procedure.

3.1.2 Unit of Analysis

The unit of analysis of this research is the utterance from the transcription of the stand-up comedy solo concert by Louis C.K. titled "Oh My God". The researcher only focused on the joke utterances, not on the performance of the stand-up comedy such as gesture, tone, etc.

3.1.3 Source of the Data

The researcher used the data in form of transcription of Louis C.K. stand-up comedy concert. The researcher also needed the video to support the written data.

To help the researcher transcribe the show, the researcher used the subtitle of the show. The researcher downloaded the subtitle from the internet. The subtitle were taken from www.tvsubtitle.com. The subtitle were downloaded in March, 2016.

3.1.4 Technique of Data Collection

The data used were taken from Louis C.K.'s solo stand-up comedy show entitled 'Oh My God'. In the way of data collection, the researcher used the following steps:

1. Searching the video

The researcher watched some stand-up comedies and studied the data, then chose one with the most relevant phenomenon with the framework of the study.

2. Transcribing the video

The researcher transcribed from the video which has been downloaded before. The researcher made the transcription from the subtitle which appeared on the video as the helping media.

3.1.5 Technique of Data Analysis

In analyzing the data, the researcher used GTVH framework as the analysis of the joke and provided the humor text then used the framework of Grice's maxim as the analysis of the maxim violation of the joke. The analysis steps will be explained further on the following section.

1. Sorting the utterance containing maxim violation.

The researcher only focused on utterances which contain maxim violation and acknowledge as the joke from the laugh of the audiences. The researcher only acknowledged the joke which makes laughter necessarily on the utterance not a slapstick joke.

2. Classifying the maxim violation.

After sorting all the utterances containing maxim violation, the researcher classified the data. The data were classified into the categories maxim of cooperative principle.

3. Analyzing the joke.

The researcher analyzed the utterances which are classified as the joke and contain maxim violation. The analysis focused on the KRs of GTVH and on the maxim violation of the joke.

4. Analyzing the function of the joke.

On the last step, the researcher analyzed the whole topic in general to draw the conclusion of the functions of the stand-up comedy concert. This analysis is not merely an assumption because it is generated from the analysis of the GTVH and maxim violation which have been mentioned before