

CHAPTER 3. RESEARCH METHOD

This chapter explains the procedures used in this study, which are divided into four sections: type of research, data collection, and data processing and analysis.

3.1 The Type of Research

This study employed a descriptive qualitative approach to explain the construction of humour in Trevor Noah's stand-up comedy performance. This approach is considered most appropriate for this study because it can account for the linguistic phenomena observed in the data. Rather than counting and measuring data, this study explores how the flouting of conversational maxims contribute in the construction of humour through incongruity in a comedic context.

The descriptive approach was used to provide a systematic explanation of the linguistic phenomena found in the data. The study did not seek to test hypotheses or establish causal relationships. Instead, it described and interpreted how the selected utterances reflected instances of maxim flouting and how these utterances created incongruity that contributed to humorous effects. Therefore, a descriptive qualitative approach was considered the most suitable method for achieving the objectives of this study.

3.2 The Data Collection

The primary data in this study were taken from a 5 minute YouTube video https://youtu.be/QhMO5SSmiaA?si=Ad_CWY5Tl64d0zVj, titled Trevor Noah's *How the British Took Over India*, collected by observing and documenting the video through several steps. First, the researcher watched stand-up comedy videos repeatedly to identify utterances that elicited audible laughter. After identifying the utterances, the researcher selected only 16 dialogues that elicited laughter from the audience, and these data were used as the main data for analysis. The collected dialogues were organized in a data sheet containing the dialogue number, timestamp, utterances, and audience indicators. In order to determine which dialogues would be included for further analysis, audience reactions, such as

laughter, were used solely as indicators that the utterances were intended and received as humorous.

3.3 The Data Processing and Data Analysis

The collected data were then processed and analyzed using Grice's Cooperative Principle (1975) and Incongruity Theory. Data processing aims to organize the data according to the format by assigning data numbers, arranging them according to their order of appearance, and preparing the contextual information for each dialogue. Meanwhile, data analysis aims to explain the construction of humour using the established theories, namely Grice's Cooperative Principle (1975) and Incongruity Theory.

The data analysis was conducted through the following steps:

1. Contextualizing the data, each selected dialogue was initially examined according to its conversational context by identifying related events and interactions. This step established the background of the conversation that is necessary to understand the speaker's utterances and the circumstances in which the humorous exchange occurred.
2. Analyzing the Cooperative Principle. At this stage, the researcher applies Grice's Cooperative Principle to each dialogue to identify flouting maxims. This analysis aims to explain how speakers flout the maxims of quality, quantity, relation, or manner to convey an implied meaning within the interaction.
3. Analyzing incongruity, the flouting maxims that were discovered were then analyzed using incongruity theory by comparing the audience's expectations or interpretations with the speaker's actual response. This analysis stage explains how incongruity is created through a mismatch between expectations and reality, thus contributing to the humorous effect of dialogue.