CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

The research method used to analyze this problem was qualitative method that describes and qualifies the imlpicature and translation method which were used in *Hangover* film. According to Bogdan and Taylor (1975) qualitative research is designed to reveal a target audience's range of behavior and the perceptions that drive it with reference to specific topics or issues. It uses in-depth studies of small groups of people to guide and support the construction of hypotheses.

3.2 Data Source

According to Lia Kuswayatni (2015) data sources is an event that actually happened in real life. In accordance with the above explanation, the data source should be a testimony, evidence or facts about a reality that is still original and has not been in though. To analyze this study, the data used primary data. According to Umar (2003: 56) primary data is data obtained directly spaciousness by researchers as the object of writing. In this research the primary data were the film and script of the Hangover film.

3.3   Instrument of Research

The instrument of this research is documentation. According Rugaiyah (2016:23) documentation is to help researchers in collecting data or information by reading the letter, announcements meeting, a written statement of specific policies and other writing.

Based on the above explanation, the data can be obtained through the film. In this case, the script of the movie Hangover and find implicature-implicatures says the actor.

3.4   Techniques of Collecting Data

In this research, documentation was used to collect data. Data collecting method was the method that was used by researcher to collect or get of data. Movie script *Hangover* taken from Website *(www.findix.com)* and then analyzed. Then, the script analyzed to find out then Implicatures used in the Hang Over Film.

3.5   Techniques of Analyzing Data

The data were analyzed based on the following steps:

1) Reading and analyzing "Hangover I" movie script.

2) Selecting the conversational implicature "Hangover I" on a movie script.

3) Collecting the conversational implicature on "Hangover I" manuscript.

4) Describing and analyzing the conversational implicature and socio-cultural background on "Hangover I" movie script.

5) Building the conclusion and suggestions based on data analysis.