

CHAPTER III

RESEARCH METHOD

A. Research Design

This study employs a qualitative research design because its goal is to analyze language phenomena in their natural context and interpret the meanings conveyed during conversations. Qualitative research is a method for investigating and comprehending the interpretations that people or groups make on human or social issues. Qualitative research places more emphasis on the interpretation of verbal or textual data than on numerical statistics (Creswell & Poth, 2018.)

In particular, content analysis is the research method used in this study. A methodical approach of finding, categorizing, and evaluating textual data according to preset categories is content analysis. Grice's Cooperative Principle—the maxims of Quantity, Quality, Relation, and Manner—is the source of the categories used in this study.

The researcher examines the dialogues spoken by Hannibal Lecter in the television series *Hannibal* to identify utterances that violate Grice's conversational maxims. The conversational implicature of each chosen phrase is then revealed by classifying it based on the kind of maxim violated and interpreting it within the context of the conversation.

As a result, a qualitative content analysis design is deemed suitable since it allows the researcher to thoroughly investigate language phenomena and clarify how conversational maxim violations lead to suggested meanings in the chosen dialogues.

B. Data

The data in this study are utterances spoken by Hannibal Lecter that contain violations of Grice's conversational maxims in Season out of three seasons. The season 1 of this series consists of 13 episodes with duration of more or less 1 hour for each episode. These utterances are collected from the dialogue transcripts and verified with the corresponding scenes in the television series.

C. Technique of Data Collection

The data of this research are utterances spoken by Hannibal Lecter that contain violations of Grice's conversational maxims. These statements are gathered from the dialogue transcripts and cross-referenced with the relevant TV series scenes.

The process of gathering data for this study entails multiple steps in order to methodically record dialogue from every episode of Season 1. The process is made to make sure that all pertinent language data is thoroughly recorded all the timestamps for effectiveness and structure.

1. First, the researcher watches the selected episodes multiple times to fully grasp the context of each conversation. This repetitive viewing allows for a deeper understanding of the speakers' intentions, their facial expressions, tone of voice, and situational context. Such factors are crucial for identifying violations of conversational maxims and interpreting the conversational implicatures present in the dialogues.
2. Following the viewing phase, the researcher scrutinizes the dialogue transcripts for accuracy, ensuring that the identified utterances align with the research goals. All utterances spoken by Hannibal Lecter are noted, focusing exclusively on his words even when interacting with other characters, as they are most relevant to the study's objectives.
3. After the viewing stage, the researcher carefully examines the dialogue transcripts to make sure the detected utterances are consistent with the objectives of the study. Even when Hannibal Lecter interacts with other characters, all of his statements are recorded because they are the most pertinent to the goals of the study.
4. The analysis is then narrowed to just include utterances that may violate Grice's maxims. The dataset does not include utterances that adhere to the Cooperative Principle and do not indicate any disregard of the maxim.

5. Every detected utterance is coded for systematic analysis. These statements are categorized according to the kind of maxim that is violated, such as Quantity, Quality, Relation, or Manner. A thorough examination of how Hannibal Lecter's talks exhibit violation of conversational maxims is made possible by this coding procedure, which serves as the basis for further analysis and interpretation.

The coding system used in this study is shown below.

Table 3. 1 Data Coding Scheme for Violations of Grice's Conversational Maxims

Code	Description
VQn	Violation of Maxim of Quantity
VQl	Violation of Maxim of Quality
VR	Violation of Maxim of Relation
VM	Violation of Maxim of Manner

D. Research Instrument

In qualitative research, the researcher is the primary research instrument because they are responsible for data collection, selection, classification, interpretation, and analysis. Salmia et al., (2023) claim that the investigator, who is crucial to the collection and analysis of data, is the most significant instrument in qualitative research. As a result, during the entire research process, the researcher serves as the main instrument.

A data coding sheet was used as the secondary instrument to

support the study. Grice's Cooperative Principle and its four conversational maxims (Quantity, Quality, Relation, and Manner) were the foundation for the creation of the coding sheet. Each chosen utterance was recorded, a data code was assigned, the type of maxim violation was classified, the conversational context was identified, and the conversational implicature was interpreted.

The main source of data was the dialogue transcripts from the television show *Hannibal*. In order to make sure that the interpretation of each utterance was in line with the conversational context, including the speakers' tone, facial expressions, and situational background, the researcher additionally consulted the matching video scenes.

E. Data Analysis

Qualitative content analysis was used to examine the study's data. According to Creswell & Guetterman (2025), qualitative data analysis involves organizing the data, reading and coding the data, developing descriptions and themes, interpreting the findings, and drawing conclusions to answer the research questions. Grice's Cooperative Principle and the four conversational maxims served as the basis for the data's coding and classification since this study used a theory-driven content analysis.

The analysis used a methodical approach to analyze Hannibal Lecter's violations of conversational maxims. In order to create a systematic coding sheet, the chosen utterances were first arranged according to their data codes. In order to understand the context, the researcher carefully studied the discussion transcripts along with the videos, paying particular attention to the speakers, topics, and interaction contexts. In accordance with Grice's Cooperative Principle, each speech was then methodically coded and categorized according to the kinds of failures of Grice's conversational maxims.

In summarizing the data, the researcher highlighted the conversational contexts for each speech, providing crucial background for future analysis. Each coded utterance was analyzed to describe the nature of the maxim violation and the conversational implicature deriving from it, grounded in the context. The study's research questions were addressed by a summary of findings that identified the kinds of maxim violations Hannibal Lecter used and clarified how these violations influenced the conversational implicatures in the series.