

CHAPTER III

RESEARCH METHODOLOGY

A. Research Method

This study used qualitative method because this study focused on the use of sarcastic utterances in the series *Sam & Cat*. Qualitative research is a means for investigating and comprehending the meaning that individuals or groups assign to a social or human situation (Creswell, 2009). The goal of qualitative data is to describe, illustrate, provide facts, describe features, and show the connection between studied events.

B. Source of Data

The data of this study are sarcastic utterances obtained from 18 first episodes of the *Sam & Cat* series. The data source is the dialogues taken from Netflix and the transcript of *Sam & Cat*. The transcript is used to match whether the dialogue spoken by each character is the same as that in the transcript. The researcher selected 18 out of the 36 episodes because the initial 18 episodes contained a substantial amount of sarcasm compared to the remaining ones.

C. Technique of Collecting Data

To collect the data, this study used documentary technique which obtain the information from books, articles, and the other paper related to the topic. The

utterances of this study were from the dialogues of the series and the transcript to make sure the dialogue was same from the dialogue that characters spoken.

D. Instrument of Collecting Data

Table of types of sarcasm

No	Dialogue	Types of sarcasm				Explanation
		Propositional	Lexical	Like-Prefixed	Illocutionary	
1.	[Sam and Cat were trapped in a safe that unexpectedly as large as a room inside] Sam: Hello. Dice, you still there? If you let us out now, I promise I won't break both your legs. Cat: Hey, Sam, try to open the door to the safe so we can get out of here. Sam: Wow. Why didn't I think of that. You got any more great ideas?		√			Sam is being sarcastic by suggesting that Cat's idea is so obvious or unimpressive that she should have thought of it herself.
2.	[Door clangs, Nona and two kids enter the room] [Nona was stuck in a sack in a trolley] [they get Nona in a sack and then put her in a trolley] Cat: Nona! Sam: Nice sack.	√				Sam intends to mock Nona for wearing a sack given by the kids. Sam determines the opposite meaning based on the reality happened.
3.	[It's a Halloween day, Sam dressed up just look like Cat] Sam: I hate this costume. I can't go out in the world like this. Cat: Why not? Sam: 'Cause I look like an idiot. Cat: No, you look just like me.			√		Sam is acknowledging that she might appear foolish because of her outfit that look like the usual Cat, Sam intends to mock Cat when she said that she looks like an idiot which means Cat is an idiot person.
4.	Sam: Hey! Hey! Hey! If she gets stuck in a toilet again, will you please text me a pic of that? Nona: Why is she here? Cat: She's visiting. Is it ok if she stays here with us tonight? Nona: Uh, sure. I assume you don't have a prison record.				√	Nona's line "Uh, sure. I assume you don't have a prison record." is delivered with sarcasm. She's making a comment about Cat's friend visiting, implying that she's allowing the friend to stay over on assumption that Sam doesn't have a criminal record. Nona is sarcastically questioning Sam's background.
	Etc...					

Table of purposes of sarcasm

No	Dialogue	Purposes of sarcasm						Explanation
		GA	S	E	P	PA	R	
1.	Dice: You know, you look like Sam from that web show “iCarly.” Sam: Nah. That chick’s way hotter than me. Cat: She is Sam.		√					Sam is downplaying her own attractiveness and using sarcasm to express the opposite, implying that she believes she is, in fact, attractive.
2.	Dice: Goomer, you don’t say, “come in!” Goomer: Oh. Dice: You knock, then you wait for someone inside to say come in. Goomer: Come in? [Make confusing face] Sam: So you bought a small goat and a giant dude?			√				Sam is surprised by the unconventional combination of a small goat and a large person, which is what she describes as “giant dude”.
3.	Sam: Yo, Nona. Nona: Where’s Cat? Sam: Home. What you need? Nona: Oh, nobody wants to play my bingo game. Sam: Hey, that’s great.				√			Sam conveys that she is not really care about what Nona’s said.
4.	Sam: I saw a monkey. Cat: That was Dice. Sam: Shut up. Cat: Sam, I’m serious. Look, the spell I did was to turn a human person into a beast. And a monkey is a beast. Sam: Is there a spell in there that will turn my mom into a woman with a job?					√		Sam is making a sarcastic comment about her mom’s employment status, implying that her mom doesn’t have a job and thinking that the only way she might get one is through a magical spell.
5.	Cat: Hi, Max. Hi, Chloe. Cute boots. I can’t talk right now. Max: That’s cool. Just let us in. Chloe: Your Nona’s babysitting us. Cat: No. My Nona’s not here because somebody did something very terrible to her. Sam: Somebody. [Raise hand]						√	Sam’s line “Somebody.” accompanied by her raising hand, is delivered with sarcasm. She’s taking responsibility for the supposed terrible thing that happened to Nona, even though it’s clear that she didn’t actually do anything terrible to Nona.

6.	Dice: My mother and my crazy Aunt Ferjeen are going to Palm Springs for PuzzleCon. Sam: Oh, I love puzzles. Dice: Well, I don't. Cat: Why not? Dice: 'Cause I'm normal.	√						Dice is responding to Cat's question about why he doesn't like puzzles by suggesting that his preference for not liking puzzles is because he's normal. It implies that people who enjoy puzzles might be considered abnormal.
	Etc...							

E. Technique of Analyzing Data

The techniques of analyzing data are formulated as follows.

1. Identifying the sarcastic utterances used by the characters in *Sam & Cat*.
2. Reducing the source of the study which are not related to the types and purposes of sarcasm.
3. Classifying the data into the types and purposes of sarcastic utterances.
4. Analyzing the types and purposes of sarcasm in *Sam & Cat*.
5. Drawing conclusion.