CHAPTER III

RESEARCH METHOD

In this part, the researcher described the method that was used in this research. The researcher explained the general process in collecting and analyzing the data. It consisted of research design, subject of the research, research instrument, data and data source, data collection and data analysis.

1.1 Research Design

This study uses descriptive quantitative design in which it is included into the part of content analysis. Krippendorff (2014) defines content analysis is the techniques to analyze a set of texts to interpret the meaning and the content of the texts through the context and its use. Texts can be gotten from books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertising, theater, informal conversation, or really any occurrence of communicative language.

For this study, it is designed to identify the pronunciation error of speeches that is made by the three ASEAN Presidents. The researcher takes the subjects that use English as a second language. To analyze the subjects, the researcher is interested to take the speech of each president. The speeches are taken from the videos and transcripts are taken from internet which is used as the data to be analyzed. This study examines the pronunciation errors of the three ASEAN Presidents' speech by describing and interpreting the data from the data collected. Firstly, the researcher collects the data of speech that has been taken from the

internet. It is then analyzed further about are the pronunciation errors and ambiguity sounds are that made by the three ASEAN presidents in their speech.

3.2   Research Instrument

The research instrument is the researcher herself. The researcher analyzes it by using dictionary. The dictionary uses English IPA phonetic online. It is a tool for analyzing the data. Collecting and analyzing the data of this study is done by researcher. The researcher finds the whole transcripts of speech of each ASEAN President. Afterward, it is analyzed pronunciation errors and found the ambiguous sound of the three ASEAN Presidents' speech. Therefore, the major instrument of this research is human.

1.3   Subject of the research

The subject of this study is the speech of the three ASEAN Presidents which is English as a second language. It is taken from youtube and the event was held in a conference of inter-ASEAN or international. This subject is chosen because the researcher is interested to analyze the various ways of speaking in ASEAN and there has not been any researcher who studied pronunciation in the speech of ESL speaker.

1.4   Data and Data Source

The whole data are taken from the utterances of the three ASEAN presidents' speech. Data sources are taken from video of ASEAN presidents' speech in youtube in certain event such as summit or other conferences. There are three videos of the three ASEAN presidents' speeches as the data source. The first speech is from the Honorable Dato 'Sri Mohd najib as Malaysia's president. The

speech is the Global Social Business Summit (GSBS) 2013, which was held from November 7-9 in Kuala Lumpur, Malaysia. Then, its duration spent 11.42 minutes. The second speech is when the Sultan of Hassanal Bolkiah Mu'izzaddin Waddaulah as Brunei's presidentbecomes the speaker ofthe "excellent" bilateral and diplomatic relations between the two countries, Phillippine and Brunei, that is to maintain the cooperation between two countries. The first speech is opened by the Sultan of Hassanal Bolkiah Mu'izzaddin Waddaulah for 6.39 minutes. Then, it is continued by President Rodrigo Duterte until 10.11 minutes. The third speech is Benigno S. Aquino III as the Philippnine's president. It is considered as his debut in the international stage as the country's Chief Executive, the Fifteenth President of the Republic of the Philippines, President Benigno Aquino III addresses the sixty-fifth General Assembly of the United Nations (UN). It spent 8.05 minutes.

1.5 Data Collection

To complete the data, the researcher collected the data by the following steps:

1. The researcher searchedand downloaded the threeASEAN Presidents' speech videos from youtube.

2. After finding the video, the researcher downloaded it from youtube. There were three speeches of the three ASEAN presidents which were downloaded from these links.

   A. The Honorable Dato 'Sri Mohd najib as Malaysia's presidentis in the speech of the Global Social Business Summit (GSBS) 2013 https://www.youtube.com/watch?v=D6AJzaV-LPw

B. The Sultan of Hassanal Bolkiah Mu'izzaddin Waddaulah as Brunei's president is in the speech of the "excellent" bilateral and diplomatic relations between the two countries, Phillippine and Brunei.

https://www.youtube.com/watch?v=n8JlbH7jNnI

C. Benigno S. Aquino III as the Philippnine's president is in the speech of the sixty-fifth General Assembly of the United Nations (UN).

https://www.youtube.com/watch?v=8JWyScwuTeI

3. The researcher searched the transcripts of the threeASEAN Presidents' speech in the internet.

4. The reseearcher made a phonetic transcription by using English IPA phonetic online for the three ASEAN presidents' utterances.

1.6 Data Analysis

After listening, watching, and transcribing the video, the researcher analyzed the data through several steps:

3.6.1 Identifying errors

The researcher rechecks the pronuncition error while listening and watching the videos. The researcher identified the words which contain the consonant and vocal features of each president's speech. To identify the pronunciation errors, the researcher gives the highlighting of each ASEAN president speech in the data. There are two marks to highlight the pronunciation error, such as: yellow for vowels and red for consonants.

Example:

/jɔː//ˈɛksələnsi/ /ˈprɛzɪdənt/ /Rodrigo Roa Duterte/ /ˈɛksələnsiz/ /ˈleɪdɪz/ /ænd/ /ˈʤɛnt(ə)lmən/ /maɪ/ /ˈgʌvnmənt/ /ænd/ /ðə/ /ˈpiːpl/ /ɒv/ /bruːˈnaɪ/ /darussalam/ /ʤɔɪn/ /miː/ /ɪn/ /ɪksˈtɛndɪŋ/ /ə/ /ˈvɛri//wɔːm/ /ˈwɛlkəm/ /tuː/ /juː/ /ɒn/ /jɔː/ <mark>/fɜːst/</mark> /ˈvɪzɪt/ /hɪə//jɔː//ˈprɛzns//wiː//əˈfɜːm//ði:/ /ˈɛksələnt//ænd//ˈlɒŋˈstændɪŋ//ˈfrɛndʃɪp/<mark>/səʊ//</mark>/ˈhæpɪli//ɪnˈʤɔɪd//baɪ//ðə//ˈpiːpl//ɒv//ˈaʊə//tuː/ /ˈkʌntriz//aɪ/<mark>/ɪksˈtɛnd/</mark>/maɪ//kənˌgrætjʊˈleɪʃənz//ɒn/ /jɔːr//əˈpɔɪntmənt//æz//ðə//ˈprɛzɪdənt//ɒv//ðə//rɪˈpʌblɪk//ɒv//ðə//ˈfɪlɪˌpiːnz// wiː//ɪn//groanin//ədˈmaɪə//juː/<mark>/ˈpɜːsnl/</mark>/əˈtʃiːvmənts//æz//ðə/<mark>/meər/</mark>/ɒv//ðə//b ɑːr//ɪn//ˈmeɪkɪŋ//ðə//ˈsɪti//ˈbɪznɪs//ˈfrɛndli//ænd//əˈteɪnɪŋ//ɪmˈprɛsɪv//ˌiːkəˈn ɒmɪk/<mark>/grəʊθ/</mark>/aɪ//æm/<mark>/ˈkɒnfɪdənt/</mark>/ðæt//ʌndə//jɔː//ˈliːdəʃɪp//ðə//bɒs//səkˈsɛs //wɪl//biː//ˈrɛplɪkeɪtɪd//θruː(ː)ˈaʊt//ðə//ˈfɪlɪˌpiːnz//ænd//brɪŋ//ɪnˈkluːsɪv/<mark>/grəʊ θ//</mark>tuː//jɔː//ˈpiːpl/

Figure 3.1 Example of identifying selected data of errors

3.6.2 Counting errors

This study used descrivive quatitative design. The result of calculation was presented either numeral or percentage. In discussion, it also has been shown in the column and pie chart form. The researcher presented pie charts in general frequncy of vowels and consonants sounds. Meanwhile, Column charts are the frequency of each kind of vowel and consonant errors. The example charts was shown in the figure 3.2 and 3.3 below.
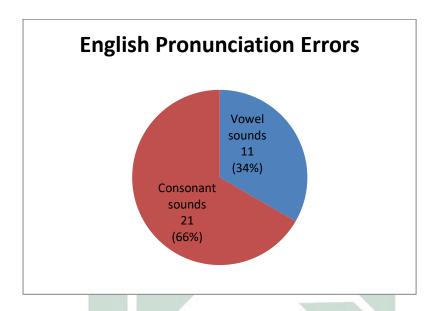
English Pronunciation Errors

Vowel sounds
11
(34%)

Consonant sounds
21
(66%)

Figure 3.2 The Example of pie chart of each ASEAN president' pronunciation errors

Dato 'Sri Mohd Najib's English pronunciation errors

12
60%

3
15%

1   1   1   1   1
5 % 5 %   5%   5%   5%

/i/ front/ˈvowel /ˈfront vowel[m] bilabial kontinon[b] alveolar[p]anband labal sigheeh axoents soant sound
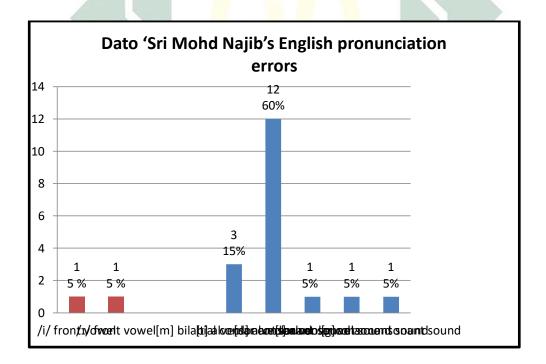
Figure 3.3 The example of the column chart of each ASEAN president' pronunciation errors.

3.6.3 Classifying Errors

After the process of data collection has been completed, the next step was that the researcher classifyed the data into some columns which consist of vowel and consonant based on each president. The researcher also added the correct pronunciation of the incorrect utterances of four ASEAN Presidents' speech.

Example:

Brunei President	
Vowel	Consonant
First /fɜːst/ becomes /vɔɪs/	Extend /ɪksˈtɛnd/ becomes /ɪksˈtɛn/
So /səʊ/ becomes /soː/	Personal /ˈpɜːsnl/ becomes /ˈpɜːrsnl/
	Mayor /meər/ becomes /meʌ(r)/
	Growth /grəʊθ/ becomes /grəʊs/

Figure 3.1 Example of classifying errors

3.6.4 Interpretating errors

The researcher described the pronunciation errors ofthe three ASEAN presidents' speech.

3.6.5 Classifying phonological ambiguity

After the researcher described the pronuciation errors that have been classified, the researcher classified the ambiguous sounds which mostly emerge from each ASEAN President from the utterance based on the data from the first research problem.

Brunei	Malaysia	Philippine
First becomes *voice*	*There* becomes *their*	*Wait* becomes *weight*
growth becomes *gross*	*Here* becomes *hear*	*Main* becomes *mane*
Hand becomes *hank*	*Sea* becomes *see*	*Tide* becomes *tied*

Figure 3.4 Example of classifying phonological ambiguity

3.6.6 Interpretating phonological ambiguity

The researcer described the ambiguous phonetic sounds which mostly emerge from each ASEAN President from the utterance based on the data from the first research problem.

3.6.7 Drawing Conclusion

After analyzing the data, the researcher concluded the explanation as the result of research.