

CHAPTER III

METHOD OF RESEARCH

3.1 Research Design

This research uses a phonological approach because this research conducts in analyzing of sounds, in term of vowel and consonant sounds. The research uses descriptive qualitative method. The research is started from the researcher's observation of the phenomena of pronunciation found in the speech delivered by the president of Indonesia, Mr. Joko Widodo. The researcher explored the phenomenon occurred from books, journals, articles, and blogs which is related to pronunciation. The researcher found the problems and formulated the problems to be analyzed after studied the phenomenon from various sources. Then, the researcher arranged the research methods including; method of collecting data, method of analyzing data, and method of presenting data. Having done these processes, the researcher analyzed the data that has been collected. In the final stage, conclusion will be discovered based on the process of analyzing data.

3.2 Object of the Research

The object of this research is English vowel and consonant sounds mispronounced by the president of Indonesia; Mr. Joko Widodo. The data source is English official speeches pronounced by Mr. Joko Widodo on the video; APEC CEO Summit 2014 in China, The World Economic Forum on East Asia 2015, and

The World Press Freedom Day 2016. The data is all of the word mispronounced by Mr. Jokowi in his English official speeches.

3.3 Method of Collecting Data

In collecting the data, the researcher applied observation (*simak*) method by using uninvolved conversation observation (*simak bebas libat cakap*) technique (Sudaryanto, 2015, pp. 203-204). The process of collecting data done by listening to utterance (speech) pronounced by Mr. Joko Widodo in his official speeches and the researcher doesn't involve directly. It can be seen from the steps below.

1. Read the information and knowledge about phonology.
2. Listen while observe Mr. Joko Widodo's speeches repeatedly by using uninvolved conversation technique (*simak bebas libat cakap*).
3. Convert and jot down the words pronounced incorrectly by Mr. Joko Widodo into the phonetic transcription of vowel and consonant sounds in his official speeches.
4. Classify the words pronounced by Mr. Jokowi toward English vowel and consonant sounds in his official speeches.

3.4 Method of Analyzing Data

In analyzing data, the researcher applied identity (*padan*) method by (Sudaryanto, 2015, p. 15) in term of articulatory phonetic identity, which aims to support the analysis. The process of analyzing data can be seen in the steps below.

1. Find out the problems of English vowel and consonant sounds pronounced by Mr. Joko Widodo in his official speeches by using articulatory phonetic technique.
2. Compare with the tool; Oxford Dictionary (standard of Received Pronunciation) by using equalizing technique.
3. Find out factors influencing the incorrect English vowel and consonant sounds by Mr. Joko Widodo in his official speeches.
4. Conclude the result of the data analyzed by using competence in equalizing the main point technique.

3.5 Method of Presenting Research Result

In the presenting research result, the researcher used both formal and informal presentation method (Sudaryanto, 2015, p. 241), where the result of data analysis presenting by using table and verbal description. The research presented the result of data analysis based on the formulation of the problem in the research.