CHAPTER III

METHOD OF RESEARCH

3.1. Research Design

According to Yin (2011), "research design is defined as *logical* blueprints" (pp. 75-76). The relation between research question, the method of collecting the data, and method of analyzing the data are involved in logic. He also suggested that the logic has the function to make the validity and accuracy of the study in a good quality. In designing this research, the researcher used a qualitative research. Merriam (2009) stated that "qualitative researchers are interested in understanding how people interpret their experiences, how they construct their worlds, and what meaning they attribute to their experiences" (p. 14). Moreover, a qualitative research focuses on producing descriptive data. Descriptive data in written or spoken form is described in words and sentences. The data that exist in descriptive form is described as it is**.**

This research moved from the researcher's observation of the phenomena of Korean-English mispronunciation in Korean cooking show *Maangchi* on Youtube. This researcher was analyzed by using a phonological approach. Therefore, in doing this research, the researcher used a qualitative descriptive research in analyzing the English consonants mispronunciation pronounced by Koreans as *Konglish* in Korean cooking show *Maangchi* and *Please Take Care of My Refrigerator*.

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3.2. Object of the Research

The object of the research is very important for the researcher in conducting a scientific research. In this research, the object is Korean-English mispronunciation in terms of consonants: *bilabial* (plosive and nasal), *labio-dental* (fricative), *dental* (fricative), *alveolar* (plosive, nasal, fricative, and approximant), *postalveolar* (fricative and affricate), *palatal* (approximant), *velar* (plosive, nasal, and fricative), and *glottal* (fricative), which is pronounced by Korean-English speakers in Korean cooking show *Maangchi* and *Please Take Care of My Refrigerator*. Thus, all of the utterances that contained Korean-English consonants mispronunciation were the data of this research.

3.3. Method of Collecting Data

In collecting the data, the researcher used observation method and non-participatory technique (Sudaryanto, 2015). It is because in collecting the data, the researcher only observed and did not involve directly with the speaker in the Korean cooking show *Maangchi*.

There were several procedures that had done by the researcher in collecting the data. First, the researcher downloaded *Maangchi's* videos and English subtitles from Youtube. Second, to enrich this research, the researcher downloaded another Korean cooking show, known as *Please Take Care of My Refrigerator* from website kshow123.net. This Korean cooking show was used to support the researcher in collecting the data of Korean-English consonant mispronunciation pronounced by the Korean speakers that appeared on the show.

In this cooking show, the speakers were speaking by using Korean but mixing up with some English words. This show airs on JTBC channel. Third, the researcher watched all of the videos and listened to the utterances that pronounced by Korean-English speakers for a few times in order to get all the data. Fourth, the researcher collected the data by using the note-taking technique. The last, the researcher classified all of Korean-English consonants mispronunciation data.

3.4. Method of Analyzing Data

After collecting the data, the next step was data analysis. In analyzing the data, the researcher applied an articulatory phonetics (identity) method (Sudaryanto, 2015). Articulatory phonetics (identity) method is the method that based on the speech organ which determining production sound of a language. This method is used to analyze the consonants that produced by a speakers' speech organs. By using this method, the researcher was able to analyze Korean-English consonant mispronunciation by applying phonology theory of McMahon (2002).

There are several procedures were done by the researcher in analyzing the data. First, the researcher categorized the data of Korean-English mispronunciation in terms of consonants: *bilabial* (plosive and nasal), *labio-dental* (fricative), *dental* (fricative), *alveolar* (plosive, nasal, fricative, and approximant), *postalveolar* (fricative and affricate), *palatal* (approximant), *velar* (plosive, nasal, and fricative), and *glottal* (fricative). Second, the researcher compared the data between the Korean-English pronunciation and the standard of American English pronunciation. Here, the researcher checked the standard of

American English pronunciation based on the *Cambridge* online dictionary. Third, the researcher analyzed the data from the Korean ccoking show more deeply, in order to describe the additional final consonant sounds and the consonant replacement sounds in Korean-English mispronunciation. Finally, the researcher was drawing the conclusion based on the analyzed data.

3.5. Method of Presenting Research Result

After analyzing the data, the next step was presenting the research result. In presenting the research result, the researcher used informal method (Sudaryanto, 2015). This method was used because all of the data were presented in descriptive form by using words and sentences without involving any chart, graphic, or diagram.