

Chapter III

Research Method

This chapter provides an overview of the research process. It describes the information about the method that has been used in undertaking this research. This chapter also describes the stages of the research, which include data collection techniques, and data analysis of the research.

3.1 Research Design

Research methods or research designs are scientific actions carried out by researchers in order to obtain data and support the success of the research they carry out. Pandey and Pandey (2015, p. 18) describe a research method as simply the framework or plan for a study that is used as a guide in collecting and analyzing the data. It is a blueprint that is followed in completing a study. Research design is the blue print for collection measurement and analysis of data. Actually it is a map that is usually developed to guide the research. According to Creswell (2018, pp. 51-52), there are three research designs are advanced: (1) qualitative, (2) quantitative, and (3) mixed methods.

1. Qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data. The final written report has a flexible structure. Those who engage in this form of inquiry support a way

of looking at research that honors an inductive style, a focus on individual meaning, and the importance of reporting the complexity of a situation.

2. Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. Like qualitative researchers, those who engage in this form of inquiry have assumptions about testing theories deductively, building in protections against bias, controlling for alternative or counterfactual explanations, and being able to generalize and replicate the findings.
3. Mixed methods research is an approach to inquiry involving collecting both quantitative and qualitative data, integrating the two forms of data, and using distinct designs that may involve philosophical assumptions and theoretical frameworks. The core assumption of this form of inquiry is that the integration of qualitative and quantitative data yields additional insight beyond the information provided by either the quantitative or qualitative data alone.

To deal with the problem, this research uses a qualitative research design. To be more specific, the writer uses a descriptive qualitative research design, where in processing the data, the writer needs to describe, provide deep analysis, and elaborate on the result in detail. The writer described

Anies Baswedan's vowel pronunciation in speech context and elaborated on the whole process until its result.

3.2 Data Collection Technique

In collecting data, the writer needs to follow some steps to complete all the data research, as follows:

1. Downloading a video of Anies Baswedan's speech on the NISTH YouTube channel

The first step in collecting data is to download the Anies Baswedan's speech video from the NISTH YouTube channel as the main object that will be used in this research. In this step, the writer copied the video link and then downloaded it via a website called Y2mate (<https://www.y2mate.com/en948>). This website helps social media users convert videos from YouTube, Facebook, Video, Dailymotion, Youku, etc. to Mp3, Mp4 in HD.

2. Converting the video from Mp4 to Mp3

The next step is to convert the video from mp4 to mp3, which will allow the writer to easily repeat Anies Baswedan's vowel pronunciation and detect or hear the pronunciation clearly. As previously explained, the analysis can be excited in MP3 format.

3. Start to collect the data from the video

After downloading the video and then converting it to mp3, the writer began collecting the data and information required from the audio for this research.

3.3 Data Analysis

After the data in this study has been collected, the writer starts to analyze the data by following these steps:

1. Listen to the Anies Baswedan speech on the video and the result of converting the video to Mp3 carefully

The first step in data analysis is to listen and pay attention to Anies Baswedan's speech, so that no information or detail is missed.

2. Transcript the speech using the good tape website

To ensure that what the writer hears from the speech is accurate and not at random, the writer transcribes all of Anies Baswedan's speeches using the Good Tape website. Good Tape is an automatic transcription tool that enables journalists (and others) to convert audio recordings into text.

3. Read the transcript and separate the vowel words into tables

After transcribing the audio into text, the writer pays attention to reading it. The writer then sorts the words that include vowels and then separates them into the table that has been created to help the writer with research. In the table that has been created, the writer will write the points that will be the results of this research.

4. Convert the vowel words to phonemic American English transcription using the Cambridge Dictionary website to measure if Anies Baswedan is correct or incorrect in pronouncing the vowel words

The next step, the writer converts the vowels into phonetic letters using the Cambridge dictionary website. Phonetics will help the writer to measure the accuracy of Anis Baswedan's vowel pronunciation.

5. To see the accuracy, listen again, look up, and also write up the formant of vowel words using the PRAAT application and the phonetic.

In order to obtain valid data, the writer used the PRAAT application to listen to and pay attention to Anis Baswedan's speech from the audio. Through this application, the writer can listen to Anis Baswedan's speech word for word and letter for letter. As a result, the writer listened carefully to every Anis Baswedan's vowel pronunciation. With the PRAAT, the writer can measure Anis Baswedan's accuracy in pronouncing vowel words by looking at the formant and also checking whether the actual pronunciation is the same as the phonetic. The data were presented in the form of Hertz (Hz) tabulation of the first formant (F1) and the second formant (F2). This step is done in order to determine whether Anies Baswedan has produced the pronunciation in a target-like manner.