

CHAPTER III

RESEARCH METHOD

In this pivotal chapter, the researcher meticulously outlines the framework that guides the entire study. The components discussed include the research design, research setting, subjects and objects of the study, data and source data, techniques employed for data collection, and the methodology for data analysis.

A. Research Design

Research design is a crucial aspect of a study, providing a structured plan for data collection and analysis methods. Its primary function is to ensure that the evidence gathered enables a clear response to the research question (Creswell, 2009). In this study, which adopts a phenomenological approach, the researcher aims to delve deeply into the essence of the experience as lived and described by the participants. Given the focus on analyzing and interpreting written material within its context, qualitative research methods are employed. The study centers on conversations occurring at Naya Coffee Shop and involves English learners present at the establishment. The chosen research design is descriptive in nature, aiming to describe and interpret real-life phenomena. This approach aligns with the presentation of descriptive data analysis. The data are collected from conversations at Naya Coffee Shop and meticulously analyzed to extract the desired insights related to English learning method from barista.

Based on the description provided, the current study aims to analyze the pronunciation of visitors as they read English menus at Naya Coffee Shop. It specifically focuses on understanding how English learning methods from barista. Adopting a qualitative approach is suitable for this investigation, given that the analysis involves documenting and interpreting the spoken interactions. This methodological choice allows for a thorough examination of pronunciation patterns and communication strategies employed by visitors in navigating the English language menu at Naya Coffee Shop.

B. Research Setting

The research setting for this study will be conducted at Naya Coffee Shop, located at Jl. Ahmad Yani, Kupang, Kec. Tapin Utara, Kabupaten Tapin, Kalimantan Selatan. The researcher conducted the research during working hours, at 11.00 WITA in the morning until 12.00 WITA during break time. The research was conducted during 3 visits and 2 interviews. By focusing on Naya Coffee Shop as the research setting, this study aims to gain insights into the linguistic behaviors and communication strategies employed by visitors when encountering English menus in a real-world café setting.

C. Participant

The subjects of this research are baristas working at Naya Coffee Shop in Rantau. Out of four baristas employed at the establishment, the researcher selected two individuals as participants through purposive sampling. The selection was based on their ability to use English effectively during

professional interactions, such as taking orders, explaining menus, and engaging in casual conversations with customers. These baristas had previously learned English during their school years and demonstrated a strong interest and higher proficiency compared to their peers. In addition to their language competence, they had been working at the coffee shop for over a year, giving them sufficient exposure to real-life communication scenarios. Their willingness to participate actively in the research process, including interviews and observational activities, also made them suitable candidates. These considerations ensure that the selected participants were not only relevant but also capable of providing meaningful insights into the ways English is learned and applied in the context of a service-based profession.

D. Data

Data is the fundamental material that requires processing to derive information, encompassing both qualitative and quantitative facts relevant to the research topic. In this study, data pertains to the conversations observed at Naya Coffee Shop. The researcher primarily relies on documents as the source of data, given that the interactions are documented in written form. Therefore, the data collected consists of words, sentences, or utterances containing cohesive elements, which are essential components of written material (Arikunto, 2010). To gather data for this research, the researcher observes conversations taking place at Naya Coffee Shop and conducts interviews with patrons, specifically focusing on English learning method from barista. Through these methods, the researcher aims to obtain a comprehensive

understanding of how visitors navigate and articulate English language materials in the context of a coffee shop environment.

E. Technique of Data collection

Bogdan (2007) said that data collection encompasses various techniques employed by researchers to gather information, such as questionnaires, interviews, and observations. In the present study, the researcher utilizes observation and interview methods. Observation serves to directly collect data from the research site, allowing for firsthand observation and data collection. However, in this particular study, observational data is obtained from individuals at Naya Coffee Shop, with the researcher meticulously noting down all conversations occurring at the establishment. The data selected aligns with the research topic under discussion, focusing on instances relevant to the pronunciation of English beverage names and descriptions as visitors read the English menus at Naya Coffee Shop. Furthermore, this study incorporates interview techniques to supplement data collection. In relation to the study's subject matter, the researcher conducts interviews with several customers and employees to gather insights into the use of translanguaging. These interviews provide valuable perspectives that enrich the analysis of pronunciation and language use within the context of Naya Coffee Shop.

F. Research Instrument

Research instrument refers to the tool or device used by researchers to collect data in a systematic and standardized manner during a research study. It serves as a means of gathering information to address the research questions

or objectives. Research instruments can take various forms depending on the nature of the study, the type of data needed, and the research design. This research use observation and interview and here some guide for this reaserch

1. Observation

In making observations, researchers carry out several actions. Researchers have recorded every event or behavior that is observed carefully. These notes can be handwritten, audio recordings, and video recordings. After the observation is complete, the researcher has analyzed and interpreted the data that has been collected to answer the research questions. In making observations, the researcher did it 3 times until the data was deemed sufficient to carry out in-depth analysis.

2. Interview

The action taken by researchers when conducting interviews is that researchers must carefully compile a list of questions related to their research topic. Such interviews can be conducted with relevant respondents. After the interview was completed, the researcher analyzed the respondents' answers carefully to obtain information relevant to the research questions.

G. Data Analysis

Data analysis is the process of reviewing, sorting, and grouping data to formulate working hypotheses and raise them into conclusions or theories in research findings (Bakri, 2003). To facilitate this research and to answer research problems, after the data is collected, the authors analyze it systematically. To be systematic, the author analyzes several steps as follows:

1. Record and document all conversations involving translanguaging observed at Naya Coffee Shop, focusing on the pronunciation of English beverage names and descriptions by visitors. Additionally, conduct interviews with English-learning customers present at Naya Coffee Shop to gather their perspectives on language use in the establishment.
2. Analyze and interpret the recorded conversations and interview results to elucidate the meanings and implications of each term or expression used by visitors and employees at Naya Coffee Shop. This interpretation aims to uncover patterns, nuances, and underlying reasons for the choice of language and pronunciation observed during menu reading and conversations.
3. Evaluate the meanings and implications derived from the analyzed data, including insights gained from interviews with English-learning customers and employees at Naya Coffee Shop. By comprehensively understanding the linguistic behaviors and communication strategies employed in this context, draw conclusions regarding the pronunciation of English beverage names and descriptions and its significance within the coffee shop setting.

4. Synthesize the findings from the data analysis and draw conclusions based on the observed patterns, interpretations, and insights obtained from both recorded conversations and interviews. These conclusions will provide valuable insights into how visitors navigate and articulate English language materials when interacting with the drink menu at Naya Coffee Shop.