

## CHAPTER III

### METHOD OF RESEARCH

#### A. Research Design

The type of this research is a field research, which the writer observes and analyzes about the error of written English at public area in Banjarmasin.

Purwanto (2010:167) states in the field research, we use a real life as the place of the research and the researcher must come to the field or setting of the research directly to observe and to obtain the data. Descriptive research is not intended to test a certain hypothesis but it just describes an actual data (Arikunto, 2005: 234).

Sukmadinata (2006:72) states that, *“Penelitian deskriptif adalah suatu bentuk penelitian yang di tujukan untuk mendeskripsikan fenomena-fenomena yang ada, baik fenomena alamiah maupun fenomena buatan manusia. Fenomena itu bisa berupa bentuk aktivitas, karakteristik, perubahan, hubungan, kesamaan, dan perbedaan antara fenomena yang satu dengan fenomena lainnya”*

According to Mileys ( 1985:51) “ qualitative data tends to be in the form of word than series of number”. The approach of this research is analyzed descriptively and qualitatively. Descriptive research is an investigation that attempt to describe accurately and factually a phenomenon, or subject (Richard and Schmidt, 2002). It means that descriptive study, the research happen naturally, the research has no control over the condition and the situation, and can only measure what already exist. So, the research that is

done by the researcher is descriptive qualitative research.

## **B. Research Setting**

This research is conducted at public areas in Banjarmasin, such as in streets, markets, shops, and schools.

## **C. Subject and Object of Research**

### **1. Subject**

The subject of this research is written English at public areas in Banjarmasin, such as advertisement, notice, brand names, and service.

### **2. Object**

The object of this research is analyzing the errors in written English that found at public areas in Banjarmasin, such as advertisements, notices, brand names, and services.

## **D. Data and Source of Data**

### **1. Data**

The data are sixty written English (brand names, advertisement, service, and notice) that researcher takes from public areas in Banjarmasin.

### **2. Source of Data**

This data is taken from public areas in Banjarmasin, such as: in markets, streets, shops, and schools. Furthermore, the researcher needs documents that related to this research such as all written reports, pictures

of written English, and the other important documents.

#### **E. Data Collection Procedure**

The procedure of data collection that will be used in this research is documentation. First, the researcher did observation to get information then the data is taken by pictures of written English that found at public areas in Banjarmasin and the last one is selecting the data dealing with the problems.

#### **F. Data Analysis Procedure**

The researcher uses several techniques in processing the data available. The first one is the researcher collects the data by taking the pictures of written English at public areas in Banjarmasin. The second one is the researcher selects the written English at public areas in Banjarmasin. The third one is the researcher classifies the errors of written English based on their types. The last one is the researcher calculates the data in percentage, to know about the kinds of errors and also the error that occur dominantly (this is used to answer about the problem questions systematically).