

CHAPTER III

RESEARCH METHOD

A. Research Design

This research is aimed to analyze the words or sentences that contain first language interference on the English words written on banner. The researcher collected the data through discourse analysis, which is that the data sources were read repeatedly to analyze the first language interference, the description of it and to determine the types and the dominant type of interference.

G. Brown and G. Yule (1983) observe in discourse analysis that the titular field rarely relies on a single sentence for its observations, instead gathering what's known as "performance data," or the subtleties found in audio recordings and handwritten texts, which may contain "features such as hesitations, slips, and non-standard forms which a linguist like Chomsky believed should not have to be accounted for in the grammar of a language."

Simply put, this means that discourse analysis observes the colloquial, cultural and indeed human use of a language while grammar analysis relies entirely on sentence structure, word usage, and stylistic choices on the sentence level, which can oftentimes include culture but not the human element of spoken discourse.

The researcher uses the qualitative method technique for collecting the data. Denzin and Lincoln (2012, p. 4) give definition about qualitative research as follow:

“Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of or interpret phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials case study, personal experience, introspective, life story interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meaning in individuals' lives.”

The definition above means that qualitative research has focus on multi methods that comprise an interpretive and naturalistic approach to its subject matter. It means that those who conduct a research using qualitative method study the things in their natural setting and try to interpret the meaning based on phenomenon people bring. Qualitative research involves some varieties such as personal experience, introspective, life story, interview and so on to explain about problematic moment and meaning in individuals' lives.

The data were collected from the banners, to collect the data the researcher read again the sentences of the English words written on banners, classified and analyzed the data using the relevant theories such as from Uriel Weinreich, Lot and Johanne Myles. If the researcher finds many first language interference on English words written on the banners, the researcher will fix it based on the English standard. After analyzing what are the types of first

interference found in those banners, clasified and determined the most domminan type using percentage.

B. Research Setting

Banjarmasin is the capital of South Kalimantan, located on the delta of island near the junction of the Barito and Martapura rivers. As a result, it is sometimes called rivers city. The city of Banjarmasin is divided into five districts, listed below on the table with the population of people.

Name	Population Cencus
Banjarmasin Selatan (South Banjarmasin)	146.068
Banjarmasin Utara (North Banjarmasin)	132.340
Banjarmasin Barat (West Banjarmasin)	143.461
Banjarmasin Timur (East Banjarmasin)	111.912
Banjarmasin Tengah (Central Banjarmasin)	91.700

The researcher did the research in all the five districts, because all the banners was spreading in every location in Banjarmasin. But it had a limitation time, the researcher did the research for about one month on June.

C. Subject and Object of the Research

The subject of this research is eleven banners in Banjarmasin. The object of this research is the first language interference that found on the English words written on banners. The subject and object play the main role for supporting the researcher to conduct this discourse analysis research

D. Data and Source of Data

The data of this research is divided into two kinds, they are primary and secondary data:

a. Primary Data

The primary data in this research is the data about first language interference that found on the banners. It can be a word, phrase or even sentences.

b. Secondary Data

To complete primary data. The researcher collects the secondary data which relates to the research. Such as full sentences or words that written on banners because just some words, phrases or sentences on banners that contain first language interference. Some of words, phrases or sentences did not have language interference.

The source of data in this research is twelve banners in Banjarmasin and all the resources that are related to the primary and secondary data.

E. Technique of Collecting Data

The technique is used to get data about the first language interference is documentary. The researcher will analyze and collect the data on the English words written on banners in Banjarmasin.

F. Data Collection Procedure

The steps of data collection involves several steps:

a. Collecting

This process is for collecting all of the data that needed in this research.

The data of this research is the twelve banners contain English words or sentences in first language interference formulation.

b. Classifying

This technique to classify the sentences which contain language interference. The researcher clasified it in some types of first language interference

c. Analyzing

Then analyze the data using the theory interference by Uriel Weinreich and Carl James and also the researcher will use some references to support this research.

G. Data Analysis Procedure

In this study, the data that have been collected will be classified in several categories of first language interference in the banners that found English words or sentences contain first language interference, then compared and analyzed them based on standard English writing. The last, the researcher fixed the errors that appear in the sentences in accordance with standard English writing using theory interference Uriel Weinreich that include morphological errors, syntactic errors and phonetical errors. The researcher analyzed the data through discourse analysis using qualitative method.