CHAPTER III

RESEARCH METHODOLOGY

This chapter includes the procedures of the research deeply used by the researcher consists of method of the research, object of the research, research questions, data collection and data analysis technique.

The research is aimed at finding out the answers to the research questions proposed earlier in Chapter I. Those research questions concern on translation procedures and translation methods which was used in translating the Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide from English into Indonesian.

3.1   Method of the Research

The method of the research of the study will perform using the qualitative research. Research studies that examine the quality of relationships, activities, situations, or materials are frequently referred to as qualitative research (Frankel and Wallen (1993:380).

One aim of the qualitative research is to extract the meanings of the phenomena. In addition, Alwasilah (2002:111) writes that in the qualitative research, context or local situation are determining the meaning of an event. The data is soundless if it does not consider the context.

Robert Bogdan and Sari Knopp Biklen (1992) in Frankel and Wallen (1993:380-381) describe five features that characterize qualitative research as follows:

(1) The natural setting is the direct source of data, and the researcher is the key instrument in qualitative research, (2) Qualitative data are collected in the form or words or pictures rather than numbers, (3) Qualitative researchers are concerned with process as well as product, (4) Qualitative researchers tend to analyze their data inductively, (5) How people make sense out of their lives is a major concern to qualitative researchers.

The researchers go directly to the particular setting in which they are interested to observe and collect their data. As Bogdan and Biklen point out, qualitative researchers go to the particular setting of the interest because they are concerned with context—they feel that activities can be understood in the actual settings in which they occur.

The kinds of data collected in qualitative research include interview transcripts, field notes, photographs, audio recordings, videotapes, diaries, personal comments, memos, official records, textbook passages, and anything else that can convey the actual words or actions of people.

The researchers are especially interested in *how* things occur. Hence they are likely to observe how people interact with each other; how certain kinds of questions are answered; the meanings that people give to certain words and actions; how

people's attitudes are translated into actions; how students seem to be affected by a teacher's manner, or gestures, or comments; and the like.

As Bogdan and Biklen suggest, qualitative researchers are not putting together a puzzle whose picture they already know. They are constructing a picture that takes shape as they collect and examine the parts.

A special interest of qualitative researchers lies in the perspectives of the subjects of a study. Qualitative researchers want to know what the participants in a study are thinking and why they think what they do. Assumptions, motives, reasons, goals and values—all are of interest and likely to be the focus of the researcher's questions.

Moreover, according to Maxwell (1996) in Alwasilah (2002:107-109), there are five characteristics of qualitative research:

1. understanding the meaning, of the participants in the study, the events, situations, and actions involved with and the accounts of their life and experiences.

2. understanding the particular context within which the participants act and the influence that this context has on their actions.

3. identifying unanticipated phenomena and influences, and generating new grounded theories.

4. understanding the process by which events and actions take place.

5. developing causal explanations.

A descriptive method is used in presenting the data. According to Fraenkel and Wallen (1993:23), descriptive method is a method used to explain, analyse and classify something through various techniques, survey, interview, questionnaires, observation and text. The purpose of descriptive research is to describe current condition without them being influenced by the investigator.

Descriptive research may also help to point out the extent of a problem and indicate how serious and widespread it is. From earlier linguist's statements, the most appropriate method for this research is qualitative since it is presenting, analyzing, and finding the data. Gay (1987) notes that qualitative research is applied since it systematically and factually describes and illustrates the characteristics of and the connection between the phenomena intended in the present study.

The point of qualitative research are collecting, analyzing, presenting, classifying, and describing the data which are has been gathered descriptively to illustrates the uniqueness of and the relation between the phenomena in the study without being prejudiced by the researcher.

In relevant with the qualitative method, the researcher investigates the data without controlling or giving any treatment to the variables. It is also in presenting the data, the analysis and its inferences. Using qualitative method does not means that it is not allowed to use any statistic. That is why the researcher also used tables and simple graphic in this research.

Instrument used in this research is document analysis. Document analysis is the analysis of the written or visual content of a document. The researcher used the

documentary investigations in collecting the data because the researcher tried to look into the specific characteristics in the document.

Consistent with this technique, Creswell (1994) states that qualitative data can be collected by document analysis or visual materials. A document (the Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide) is the main source from which the data, that could answer the research questions, were collected. Since the researcher uses the manual book and its translated version to be analyzed, then, it is appropriate to use the document analysis as the instrument of the research.

3.2. Population and Sample

The object of this study is a portable manual book entitled Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide written by Acer Incorporated. This book tells us about the information for user's safety and comfort, instruction, maintenance, additional safety information, operating environment, medical devices, vehicles, potentially explosive environments, emergency calls, disposal instruction, and tips and information for comfortable use. Furthermore, this user's guide book informs the reader about the guide, basic care and tips for using the computer, turning the computer on and off, taking care of the computer, taking care of the AC adapter, taking care of the battery pack, and the last is cleaning and servicing.

This book consists of 12 chapters. Those twelve chapters consist of 387 sentences from page 1 up to page 43, and the researcher only take 100 sentences

through random sampling. Random sampling is to ensure that each and every member of the population has an equal and independent chance of being selected. See the appendix for the full content of the data.

Below is the table of the selected sampling number for the 100 chosen sentences out of 387 sentences:

050	099	325	382	331	042	168	263	386	351
024	046	298	183	361	130	045	022	014	247
318	305	135	240	033	308	334	097	286	012
357	299	276	205	112	208	238	113	343	083
104	211	074	303	088	272	082	166	055	037
349	317	252	266	296	365	274	119	075	107
084	023	073	027	164	001	336	380	155	085
254	281	320	242	011	154	142	210	300	044
109	264	237	008	284	287	032	241	148	047
010	385	314	092	135	288	080	176	062	069

Table 3.1 Table of Sample Number (Fraenkell and Wallen, 1993: 97)

3.3   Data collection Technique

The main data of the research is taken from the portable computer manual book Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide. The text is taken only about 100 sentences from the user's guide.

As explained in chapter two, the researcher has classified the data found into translation methods offered by Newmark. The researcher also has categorized the data into types of translation procedures based on Newmark.

In conducting this research, some steps are taken in collecting the data; those steps are as follows:

1. studying the original version of the Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide.

   The researcher read the manual book of "Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide" several times in order to see the connection between the English version and the translated version. The researcher believes that reading the English version several times is an important process to understand the whole text and it becomes the basic step before analyzing the methods of translation.

2. studying the translated version of the Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide.

   Focusing on the Indonesian translation of those sentences, the researches read the translation version.

3. collecting the data through random sampling which only take 100 sentences of 387 sentences.

4. analyzing, classifying, and describing the usage of translation methods and translation procedures on manual book of Acer ASPIRE 4520/4220 Series Empowering Technology User's Guide.

   In this step, the researcher will analyze, classify and describe the usage of translation methods and translation procedures found in the manual book into the methods of translation offered by Newmark (1988).

3.4   Data Analysis Technique

Frenkel and Wallen (1993) state "data analysis is the process of simplifying data in order to make it comprehensible". After the researcher collected all the data, then the data were analyzed to gain some findings and results.

In every research, data analysis is a very important step after the data were collected in a research in order to fulfill the objective of the research. While Gehne and Peshkin (1992 in Alwasilah, 2003:166) declare that "data analysis is the process of organizing and storing data in light of your increasingly sophisticated judgments, that is, of the meaning-finding interpretations that you are learning to make about the shape of your study".

Data analysis is a complex process involving moving back and forth between concrete data and abstract concept, between description and interpretation. In the process of analyzing, the data are gathered, collected, reduced, and to some extent, interpreted.

The aim of the data analysis is to get reasonable conclusions and generalization. Analyzing the data in a qualitative study involves synthesizing the information the researchers obtain, from various sources into a coherent description of what the researcher has observed or discovered. Data analysis relies nearly on description every then certain statistics are calculated. Then in this research, the steps covered in analyzing the data are done as follows:

1. to find out about the translation method used in the translated version.

a. Each page of the translated version is placed after the original version;

b. Each page is analyzed by focusing on the translation method;

c. Each sentence of each page is analyzed to find out about the translation method used for translating that sentence;

d. The researcher then drawn the scaling for translation methods and the percentages were determined. The result is presented.

$$P = \frac{F}{N} \ X \ \ 100\%$$

P = Percentage

F = Frequency of translation method

N = Overall number of translation

2. to find out about the 'translation procedures' used in translated version.

a. Since the 'translation procedures' are only related with sentences and smaller unit of language, then the researcher only used the randomly selected sentences which are consist of 100 sentences. The original version and the translated version to be the data

source for this subject. Each of them of the translated version is placed next to the English version;

b. Each sentence and word is analyzed by focusing on the 'translation procedures';

c. Each sentence which has been randomly selected is being analyzed to find out about which 'translation procedures' are exist or used;

d. The result is presented by using simple table.