

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the methodology of the research. It contains of research design, object of the research, data source, techniques of collecting data, and technique of analyzing data.

3.1 Research Design

This study employs a descriptive qualitative method. It is used to understand what lies behind the existing phenomenon such as behavior, perception, motivation, action and so forth holistically and descriptively in a form of words and language (Moleong, 1989). According to Fraenkel and Wallen (1993, p.23), “descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaire, and test”. Thus, this method is considered to be applicable to this research because it can be used to understand and to interpret the existing phenomenon on the object of the research descriptively.

In addition, Fraenkel and Wallen (1993, p.380) states “research studies that investigate the quality of relationships, activities, situations or materials are frequently referred to as qualitative research”. There are five characteristics of qualitative research according to Bogdan and Knopp as cited in Fraenkel and Wallen (1993). First of all, the natural setting is the direct source of data, and the researcher is the key instrument in qualitative research. Second, qualitative data

are collected in the form of words or pictures rather than numbers. Third, qualitative researchers are concerned with process as well as products. Fourth, qualitative researchers tend to analyze their data inductively. Fifth, how people make sense out of their lives is a major concern to qualitative researchers.

From the characteristics above, the writer assumes that the method is applicable to this research because the writer attempts to identify the translation methods and procedures in Friendster by collecting the sentences and phrases and classifying them based on their types then analyzing them respectively.

3.2 Object of the research

In this research, the writer chose the translation of Friendster web pages saved on November 1st 2008 as the object of the research. Friendster is a social networking website that connects people all around the world. The writer chose Friendster as the object of the research because the writer is interested in the translation methods and procedures used in Friendster.

3.3 Data Source

The data of the research is the translation of Friendster web pages but the writer limited the number into 13 pages. The selected text is the translated items such as phrases and sentences on each page of Friendster website.

The sampling used in this research is purposive sampling. The aim of this sampling is to identify the sample which is representative for the research (Fraenkel and Wallen, 1993). The steps of the purposive sampling are identifying

the target data: 13 pages of Friendster website and then selecting the samples from each page that is considered representative for the research.

3.4 Techniques of Collecting Data

In this research, the writer employed some techniques of collecting data. First, the writer saved the transcripts of Friendster web pages both in English and Indonesian versions on November 1st 2008. Second, the English and the Indonesian versions were read and compared. Third, the sentences and phrases of each page on Friendster were collected and listed. Fourth, the sentences and phrases were categorized based on their types. Fifth, the English and the Indonesian versions were identified. Sixth, the writer juxtaposed the English and the Indonesian versions.

3.5 Techniques of Analyzing Data

As stated previously, the data of this research is 13 pages of Friendster website. The data was classified by using a simple table of each page. The unit analysis of the translation was sentence for translation methods and phrase for translation procedures. After that, the writer identified the source language then it was categorized based on its sentence type and phrase type. Then, the English version was compared to the Indonesian version. Furthermore, the writer identified the translation methods and procedures applied in translating each sentence and phrase by using translation theory by Newmark (1988). Then, the

methods or procedures commonly used in translating the phrases and sentences were calculated. The following is an example of the analysis.

1. Analysis of translation methods

Log out page

No.	English version	Indonesian version
1.	You have logged out of Friendster	Anda telah logout dari Friendster

ANALYSIS

Referring to the data above, the source language is translated with faithful translation into the target language. Faithful translation attempts to reproduce the precise contextual meaning of the source language within the constraints of the target language grammatical structures for example like in the sentence above. In addition, this sentence is categorized into declarative sentence. It is translated by using faithful translation.

2. Analysis of translation procedures

Log out page

No.	English version	Indonesia version
1.	Sign up	Mendaftar
2.	Web search	Pencarian web

ANALYSIS

Based on item number 1, there is a change of grammar in the source language into the target language. In this case, the changing of the phrasal verb into verb is included into transposition. For example, the phrase “sign up” is translated as “*mendaftar*”. Meanwhile, the item number 2 is included into transference because the word “web” is not translated in the target language. Transference is a translation procedure which applies the source language into the target language directly. For example, the word “web” in the SL is also “web” in the TL. There are two kinds of phrases in this page that are verb and noun phrases. The former uses transposition procedure while the latter uses transference procedure.

