CHAPTER III
RESEARCH METHOD

This chapter discusses about the research method applied in the study in order to find answers of the research questions. This chapter explains the formulation of the problem, research design, analytical framework, technique of collecting data, and data analysis of this study.

3.1. Formulation of the Problem

In this study, the writer has formulated several problems as follows:

1. What are the strategies of presenting lexical equivalents applied in translating the dialogue in the novel *The Chronicle of Narnia: The Lion, the Witch, and the Wardrobe*?
2. How the strategies are applied in the translation of the dialogue in the novel *The Chronicle of Narnia: The Lion, the Witch, and the Wardrobe*?

3.2. Research Design

This study employed qualitative method. That is to investigate the quality of relationship, activities, situations or material. Creswell (Bandu, 2002:62) defines qualitative study as

> An inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed reviews of informants and conducted in a natural setting.

He then explains some characteristics of qualitative approach. The first is qualitative research is descriptive. The gathered data encompasses transcript,

interview, photograph, field notes, video, and other notes. Second, qualitative research tends to analyze the data inductively. Inductive process can find the fact as covered in the data. And the third is the theory in qualitative research is developed from the ground, called “grounded theory”. This is caused by some reasons, such as: there is no a priory theory which can cover multiple facts and this research believes in what is seen, so that it tends to be neutral.

3.3. Analytical Framework

By doing this study, the writer used Larson’s theory of strategies in presenting the lexical equivalent as the analytical framework. Hence, this theory is related and relevant to the study. The writer also used another theory which is proposed by some expert that is associated to this research. Since the topic of this study laid on the strategies of presenting lexical equivalent in translation, the writer used Larson’s book of “Meaning-based Translation: A guide to Cross-language Equivalence” which is discussed lexical equivalent, the strategies of presenting lexical equivalent, and some supporting aspect of choosing lexical equivalent for translation.

3.4. Technique of Collecting Data

The writer did several steps in conducting the study. First, the writer read the novel *The Chronicle of Narnia: The Lion, the Witch, and the Wardrobe* both the English and Indonesian version. Then, the writer read identify all the dialogue in the novel which is consists of 17 chapters. After that, the dialogue are classified

in a table both the English version and translated version. It analyzed by using Hewson & Martin theory in the position (1991: 227) as follows:

The source text	Translated version
Aslan: Here is your brother and—there is no need to talk to him about what is past.	**Aslan**: Ini saudara kalian dan—tidak perlu membicarakan apa yang sudah lewat dengannya.

3.5. Data Analysis

The writer analyzed the data based on these steps below:

1. First, the writer studied the dialogue and found the content of the story by reading the novel carefully. This process helps the writer to profound the meaning intended in the dialogue.
2. After knowing the meaning intended in the dialogue, the writer compared the lexical items of written dialogue then decided whether those lexical items are translated literally or idiomatically. If a lexical item is translated literally, it means that the word is translated into a proper equivalent word in the target language. While, if a lexical item is translated idiomatically or nonliterary, the writer analyzed it by using some strategies proposed by Larson (1984) in presenting its lexical equivalent.
3. The writer verified those lexical items in the dictionary and found any possible meanings that can arise from every word. It is done to understand the given meaning of lexical items used with the context of other words in the dialogue.
4. The writer also analyzed the lexical equivalents of its translated dialogue. The writer looked up Indonesian dictionary to know the possible meaning

that can be arisen from the lexical items used in the translated dialogue. This can help the writer classifying the concepts of the lexical items whether their concepts are known or unknown in the target language, Indonesian.

5. The writer classified the strategies that area possibly used in presenting lexical items of the source language in the translated dialogue by using the strategies which is composed by Larson (1984: 154-170).
6. The lexical equivalents of the shared (known) and unshared (unknown) lexical items in the dialogue are presented using their own strategies, here are the strategies:

Table 3.1
The strategies in presenting lexical equivalence

Known	Unknown
Nonliteral lexical equivalent	Equivalence by modifying generic words
Descriptive phrases	Equivalence by modifying loan words
Using related words as equivalent	Equivalence by cultural substitutes
Generic-specific words	-
Secondary or figurative senses	-

7. Those strategies are presented in abbreviation

Known:

Table 3.2
The abbreviation of known concept

Strategy	Abbreviation
Nonliteral lexical equivalent	NL
Descriptive phrases	DP
Using related words as equivalent	RW
Generic-specific words	GSW
Secondary or figurative senses	SS or FS

Unknown:

Table 3.3
The abbreviation of unknown concept

Strategy	Abbreviation
Equivalence by modifying generic words	GW
Equivalence by modifying loan words	LW
Equivalence by cultural substitutes	CS

8. After analyzing the strategies of presenting each word used in both of source text and its translated version, the writer counted the frequency of the use of each strategy applied. Then, it will be presented in percentage by using the following formula (Thorsten, 1999: 22):

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

Note:

P = Percentage

F = Frequency of strategy

N = Number of data analyzed