CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with the methodology and methods that are related to the study. To support the research, the writer uses qualitative approach as the umbrella of the study and the descriptive method. This chapter also reviews the steps of research and elaborates research data. Techniques of collecting and analyzing data are detailed to enable writer did the research effectively.

3.1 Research Method

In order to be able to answer the problems of the study, the writer uses a descriptive qualitative method. Muhajir (2000: 18) explains that a descriptive qualitative study needs a holistic approach, observes its object in context entirely not partially, it does not eliminate the integrity of the subject as well as it demands the unity of research subject with research object and also supporting subject.

Meanwhile, Fraenkel & Wallen (1993: 380) describe qualitative studies as "a research study that investigates the quality of relationship, activities, situations, or materials." Thus, based on the statements above, in analyzing the data this study involves synthesizing the information that is obtained from it sources into a coherent description of what has discovered.

3.2 Techniques of Collecting Data

In this research, the writer and the reviewer are the main instrument in qualitative data. The writer conducts the analysis by using the novels as primary data in collecting the data. The document is the novel C*onfessions of a Shopaholic* (2000) by Sophie Kinsela which is translated into Bahasa Indonesia by Ade Dina Sigarlaki (2007). The steps of collecting the data are through:

- Reading the novels, both the original version and translated version

- Highlight and identify the sentences contain figurative language

- Collecting the data

- Classifying the figurative language

- Comparing those figurative languages and their translations

- Conducting the questionnaire

- Analyzing the gained data between the original version and its translated version

3.3 Population and Sample

3.3.1 Population

The population of this research is the figurative language found in Sophie Kinsela's novel entitled *Confessions of a Shopaholic* (2000) and its translated version entitled Pengakuan si Gila Belanja by Ade Dina Sigarlaki (2007).

3.3.2 Sample

The writer applies Sampling Method (Stratified Sampling) in order to get a representative sample from the population. Stratified sampling is commonly used probability method that is superior to random sampling because it reduces sampling error.

Fraenkel & Wallen (1993) state that the researcher is able to use his/her judgment to select a sample that she/he believes based on the prior data. This strategy will provide the data the researcher need. Another reason is the writer uses personal judgment to select a sample since the specific purpose of the research.

In this research, the writer takes the samples from selected chapters. There are 176 samples taken from selected chapters of the novel. The samples are selected from uneven number chapters of the novel. From those 176 samples are analyzed by the writer in order to find out the types of figurative languages.

3.4 Techniques of Analyzing the Data

The analysis of the figurative languages translation is applied on the selected samples. The first thing is classified the samples into their own categories. Based on the theory proposed by Newmark, the study defined what procedures that are used by translator in translating figurative languages that are contained the novel. If the writer has suggestion for its translation, it can be stated as a suggestion version. Below are the techniques in analyzing the data:

- Classifying the figurative language, both original and translated version
- Calculating the total number of sentences that contain figurative language in it

- Identifying the use of translation procedures that are used in translating the original version into translated version based on Newmark's theory

- Categorizing the translation procedures based on Newmark's theory

- Calculating total number and percentage of each procedure to find out the amount of each procedure

- Giving the questionnaire to the reviewer to find out the translation quality.

- Defining the quality of the translation by using Barnwell's judgment criteria of translation quality.

- Drawing conclusion based on the data that have been analyzed

Here is the example of the analysis:

Table 4.12 The Translation Procedures Used in Translating Synecdoche

No	Translation Procedures	Frequency	Percentage
1	Transposition	6	33.33%
2	Couplet	3	16.67%
3	Literal	2	11.11%
4	Transference	2	11.11%
5	Modulation	2	11.11%
6	Equivalence	2	11.11%
7	Reduction	1	5.56%
Total		**18**	**100%**

Transposition seems to be the most frequent translation procedure in translating synecdoche category with total number 6 items (33.33%), couplet procedure 3 items (16.67%) and it is followed by literal, transference, modulation and equivalence procedures with 2 items (11.11%) for each procedure, and 1 item (5.56%) of reduction. Here are some examples of synecdoche which are presented in the following table:

Table 4.13 The Examples of Synecdoche

No	SL	TL	Translation Procedure
1	I never received any bill from your company. (p.10)	Saya belum pernah menerima tagihan apapun dari perusahaan anda. (p.20)	Literal
2	"**Head-to-head** with the enemy. It'll make great television!" (p.290)	"**Langsung berhadapan** dengan musuh.pasti jadi tontonan yang hebat!" (p.392)	Equivalence

The two figures of speech above are the examples of synecdoche category. In example number 1, there is a whole signifying a part in the word "company" or *"perusahaan"* in target language. The word "company" in the source language refers to the worker who wrote or sent any letters or bills. And in example number 2, there is a part signifying for the whole. Head is a part of human's body. And the author uses the word "head-to-head" to signify person to person.

Some procedures are applied in translating the figures of speech above. As can be seen in example number 1, the translator applies literal procedure because there is no grammatical changing in transferring source language into the target language. While in example number 2, equivalence procedure is applied to translate "head-to-head" into *"langsung berhadapan"*. The word "head-to-head" is simply referring to notices, familiar alternatives phrases and idioms.