

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

This research will be conducted using a descriptive method. Bogdan and Taylor (1975: 5) in Yanuar (2008) define descriptive method as a method of research that their data are described in the form of written or spoken from the observable behavior of people. That statement means that the descriptive method is used in a research that the source data of the research are in the form of written or spoken form. The data was taken from the behavior of people. The behavior of people here means something done by people.

In this research, the form of the data is written namely the translation of the English version of an online advertisement. The behavior of people in this research is the process of the translation of that advertisement. The result of that process is the product of the translation. That is the Indonesian version of an online advertisement published by Sari Ater Hot Spring Resort Subang. It is used as the data resources of the research that would be analyzed.

#### **3.2 Data Resources**

The translations of the online advertisement published by Sari Ater Hot Spring Resort Subang or the Indonesian version are the data resources of this research. The data were taken after the writer asked the participants to translate

the English version of an online advertisement published by Sari Ater Hot Spring Resort Subang.

According to Purwanto (2007), the number of object of the research depends on the research needed that is selected based on certain reason. The writer chose ten participants for this research. They are English Department Students. However, the accessible and cooperative participants at the end were just five participants.

The online advertisement or the English version consists of twenty seven sentences, that English version was translated by five English Education Department Students, therefore, the data analyzed were a hundred and thirty five sentences. The English version of this advertisement was taken from the official website of Sari Ater Hot Spring Resort Subang; [www.sariater-hotel.com](http://www.sariater-hotel.com).

### **3.3 Data Collections and Data Analysis**

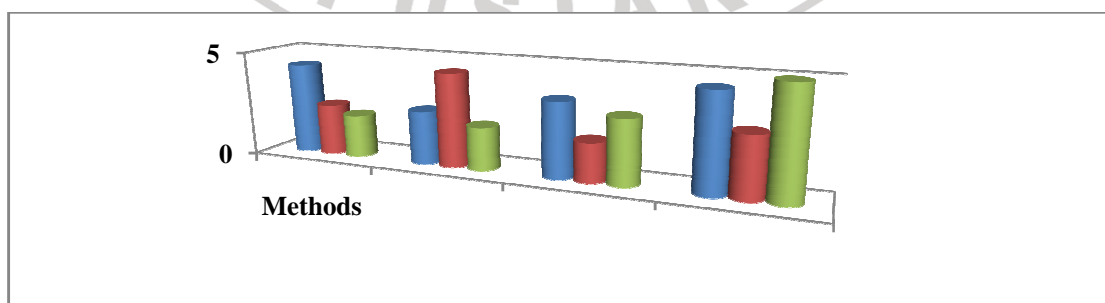
There were many steps in collecting and analyzing the data. First step of collecting the data was finding one of online advertisement of Sari Ater Hot Spring Resort on its website, and then organizing it into tables. The next step was giving it to the ten participants; although at the end, the participants in this research are five students.

The process of giving the material to the participants was through email so was the translation result from the participants. It was done through email because the participants were very difficult to be met.

Having collected all of the translations, the writer analyzed them sentence by sentence. Every sentence was analyzed by method proposed by Newmark. Then, the writer decided what method used in each sentence. Next, the writer drew the conclusion, the method mostly used by the participants in translating the online advertisement. The conclusion would be displayed in example table and chart below.

**Table 1 the Result of Analyzing the Method Used**

No.	Translation Strategy	Number of Sentences	Percentage of Sentences
1	Word for Word Translation		
2	Literal Translation		
3	Faithful Translation		
4	Semantic Translation		
5	Adaptation		
6	Free Translation		
7	Idiomatic Translation		
8	Communicative Translation		
9.	Mistranslation		
<b>Total Sentences/Percentage</b>			



**Chart 1: the Result of Analyzing the Method Used**

Regarding to the analyses of the quality of the translation, the writer played as the reviewer. The writer analyzed the translation based on criteria of good translation proposed by Larson.

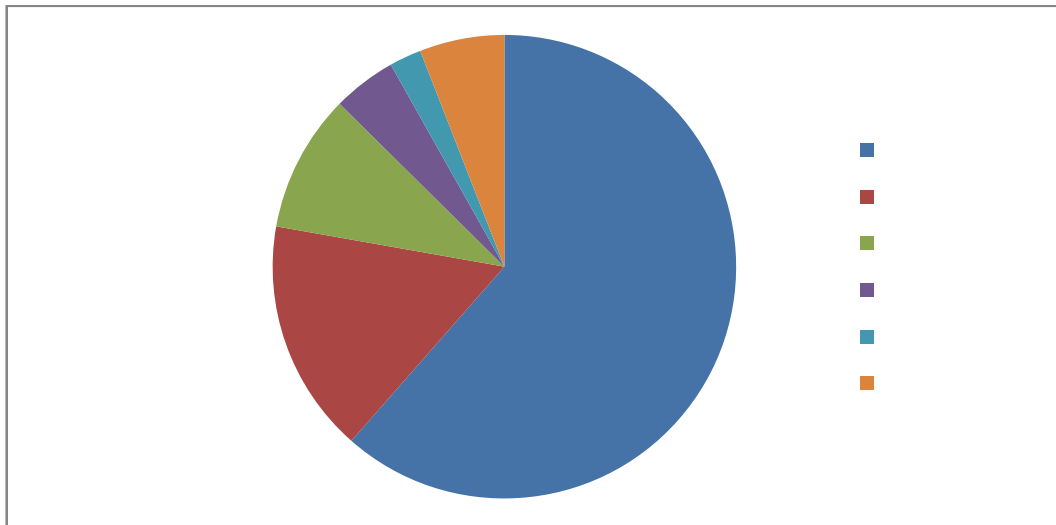
According to Larson (1984: 489), analyzing the quality of the translation is important. It is to make sure that the translation is accurate, clear and natural. Larson states also that good translation is translation which the message of the target language is as same as the message of the source language (not more not less), the language used in target language is easy to understand, and the target language does not sound strange.

The reviewer, in this case is the writer, analyzed the quality of translation based on Larson Theory above. At the end, there are the group of the sentences based on findings regarding to the three things above. For example, there would be a group of sentences which are accurate, clear and natural; inaccurate, clear and natural; inaccurate, unclear and unnatural, etc.

The result of the finding would be like in the example table and chart below.

**Table: 2 Table of the Result of the Analyzing the Quality**

No.	Group of Sentences	Number of Sentences	Percentage of Sentences
1			
2			
3			
4			
5			
6			
<b>Total Sentences/Percentage</b>		<b>135</b>	<b>100%</b>



**Chart 2: Chart of the Result of the Analyzing the Quality**

In conclusion, at the end, there are two conclusions in this research; the method mostly used by the participants and the quality of participants' translations.