

## CHAPTER III

### RESEARCH METHODOLOGY

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

#### 3.1 Research Design

The researcher employed a descriptive and qualitative method as the method of the research. The descriptive and qualitative methods are considered to be relevant to the research because the research involves the collection and analysis of the data for the purpose of explaining the existing occurrence. Fraenkel and Wallen (1993:380) states, “The qualitative research is a research study that investigates the quality of relationships, activities, situations, or materials.” Therefore, this method is considered to be relevant to this research because it can be used to understand and to interpret the existing occurrence on the object of the research.

There are five characteristics of qualitative research according to Fraenkel and Wallen (1993):

1. The natural setting is the direct source of data, and the researcher is the key instrument in qualitative research.
2. Qualitative data is collected in the form of words or pictures rather than numbers.
3. Qualitative researchers are concerned with process as well as products.
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.

According to Maxwell (cited in Pratama, 2006:32-33) there are five purposes 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 are participants' acts and the influences that this context has on their actions.
3. Identifying unanticipated phenomenon and influence and generating new grounded theories.
4. Understanding the process by which events and actions take place.
5. Developing casual explanations.

The researcher assumes that descriptive qualitative method is relevant to this research. In addition, the researcher identified the translation methods and procedures in Facebook by collecting the phrases and categorizing them by their types.

### **3.2 Object of the Research**

The data used in this research were the translation of Facebook web pages saved on March 8<sup>th</sup> 2012. In January 2012, Indonesia already had 41,777,240 Facebook users and it was ranked at 2<sup>nd</sup> position of the top ten Facebook-user countries in the world and the first position in South East Asia ([www.checkfacebook.com](http://www.checkfacebook.com)). The results of this research will be useful to improve the quality of English translators or students interested in translating on-line texts.

### **3.3 Data Source**

The object of this research was Facebook web pages, and the researcher limited the pages into 20 pages. The analyzed pages were Account Settings page, Activity Log page, Advertise on Facebook page, Basic Information page, Contact Information page, Create a Page page, Education and Work page, Find Friends page, Friends and Family page, General Account Settings page, Help Centre page, Home page, Payments page, Privacy Settings page, Profile page, Profile Picture page, Request page, Security Settings page, Sports page, and Welcome page. The analyzed pages were the first pages of each menu.

### **3.4 Techniques of Collecting Data**

In this study, the researcher employed some techniques of data collection. They are as follows:

1. The researcher saved the transcript of English and Indonesian versions of Facebook webpages on March 8<sup>th</sup> 2012.
2. The researcher observed and compared the English and the Indonesian versions.
3. The researcher collected and listed the phrases of each page on Facebook web pages.
4. The researcher categorized the phrases based on each type.
5. The researcher identified the English and Indonesian versions.
6. The researcher compared the English and Indonesian versions.

### **3.5 Techniques of Analyzing Data**

The data of this research are 20 pages of Facebook website. The data was classified by a simple table of each page. The component analysis of the translation was sentences for

translation methods and phrases for translation procedures. The researcher identified the translation methods and procedures applied in translating each sentence and phrase by using translation theory by Newmark (1988). The methods and procedures commonly used in translating the phrases and sentences then were calculated. Below are the examples of the analysis.



## 1. Analysis of translation methods

### Profile Picture Page

Profile Picture page is a page where the members can select or change their profile picture, which will be displayed on Facebook Home Page.

No.	English version	Indonesian version
1.	You can also visit your privacy settings to adjust other settings.	<i>Anda juga dapat mengunjungi pengaturan privasi untuk menyesuaikan pengaturan lain.</i>

Based on the data above, the source language (English version) is translated within literal translation. In literal translation method, the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly and out of context. This sentence is categorized as declarative sentence, and translated by using literal translation.

## 2. Analysis of translation procedures

No.	English version	Indonesian version
1.	Profile picture	<i>Foto profil</i>
2.	Edit thumbnail	<i>Sunting foto mini</i>

Based on point number 1, the source language is translated into couplets. Couplets, triplets, and quadruplets combine two, three, or four procedures for distributing the single problem. "Profile picture" becomes *Foto profil* is couplets that combine literal and naturalization

translation procedures. On point number 2, the source language is also translated into couplets. “Edit thumbnail” becomes *Sunting foto mini* is couplets that combines literal and transposition translation procedures. There are two kinds of phrases in this page that are noun phrase and verb phrase, and both of the phrases use couplets translation procedure.

