

CHAPTER III

RESEARCH METHODOLOGY

This chapter focuses on the methodology used in the research to analyze the issue stated in the research questions. It consists of the method of the research, research question, aims of the research, scope of the research, subject of the research, data collection and data analysis.

3.1 Method of the Research

In conducting the research, the researcher employed a descriptive method. This method was used in presenting data since it involved the collection of data for the purpose of describing phenomena. According to Frankel and Wallen (2006),

“Research studies that investigate the quality of relationships, activities, situations, or materials are frequently referred to as qualitative research. There is a greater emphasis on holistic description—that is, on describing in detail all of what goes on in a particular activity or situation rather than on comparing the effects of a particular treatment or on describing the attitudes or behaviors of people.”

Maxwell (1996) mentions that “qualitative approach focuses on a specific situation or people and emphasizes on words rather than numbers”. The approach is appropriate for this research since it elaborates the findings better than the numbers (from quantitative method) does.

In this research, the researcher identified the English architectural terms are found in *Architecture: Form, Space and Order* book and focused on the translation strategies used in translating the architectural terms, whether they are foreignized or domesticated.

3.1.1 Research Questions

This research attempts to address the following research questions:

1. How many categories of architectural terms are found in the book *Architecture: Form, Space and Order*?
2. What specific translation strategies are used in the process of foreignization and domestication in Indonesian version of the *Architecture: Form, Space and Order*?

3.1.2 Aims of the Research

Based on the research questions that have been formulated, the research aims:

1. To explore the categories of English architectural terms in the book *Architecture: Form, Space and Order* written by Francis D.K Ching.
2. To find whether the English architectural terms are domesticated or foreignized in the Indonesian version of the *Architecture: Form, Space and Order*?

3.1.3 Scope of the Research

In this research, the researcher focused on to the translation strategies which are used in Indonesian version *Architecture: Form, Space and Order* book. This includes whether the Indonesian version is domesticated or foreignized, which specific translation strategy used by the translator, Hanggan Situmorang, in translating *Architecture: Form, Space and Order* book written by Francis D.K Ching.

3.2 Subjects of the Research

The subject of the research was the architectural terms found in *Architecture: Form, Space and Order* book, both were English and Indonesian. The researcher analyzed the architectural terms in order to find the strategies used in translating those terms by using Pedersen's (2005) model of foreignization-

domestication continuum. The strategies are: Preservation, Addition, Naturalization, Literal Translation, Cultural Equivalent, Omission, Globalization, Translation by a More Specific Word, Creation and Equivalent.

To support the data, researcher also used strategies proposed by Mona Baker (1992), which are translation by a more general word, translation by loan words plus explanation, translation by omission, translation by paraphrasing using a related word and translation using a loan word.

3.3 Book Review

Architecture: Form, Space and Order was written by Francis D.K Ching and the Indonesian version was translated by Hangan Situmorang. The book consists of seven chapters, include primary elements, form, form and space, organization, circulation, proportion and scale, and principles. The original version of this book was published by John Wiley & Sons, Inc., Hoboken, New Jersey on 2007. Meanwhile, the Indonesian version of this book was published by Penerbit Erlangga on 2008.

The contents of the book was interesting since there are various picture contents such as sketches and layouts in order to explain the theories so it can help the reader understands the book. Substantially, this book was very detail in elaborating the basic theories and principles of building design. As a contrary, the reader of the Indonesian version of this book has a difficulty to understand the architectural terms that have been translated into Bahasa Indonesia since the translation of familiar architectural terms were not well translated.

3.4 Data Collection and Technique

The main data of the research were the *Architecture: Form, Space and Order* book written by Francis D.K Ching in printed book and PDF document. The original (English) version was obtained from the internet in PDF document

and the Indonesian version was in form of a printed book. In examining the data, some steps will be taken as follows:

1. Taking the *Architecture: Form, Space and Order* original (English) version and finding the Bahasa Indonesia version of the book in order to make comparison.
2. Collecting all the architectural terms found in the book, including nouns, phrases and abbreviations.
3. Calculating all the architectural terms were found in the book.
4. Classifying all architectural terms which were found in the book into seven groups based on its contents, which are: 1) primary elements, 2) form, 3) form and space, 4) organization, 5) circulation, 6) proportion and scale, and 7) principles.
5. Analyzing the foreignization and domestication process, the data were classified into ten groups according to Pedersen's (2005) model of domestication and foreignization continuum, which are: Preservation, Addition, Naturalization, Literal Translation, Cultural Equivalent, Omission, Globalization, Translation by more specific words, Creation and Equivalent. In the second classification, the data were classified into seven groups based on strategies proposed by Mona Baker (1992) which are: translation by equivalence, translation by a more general word, translation by cultural substitution, translation using a loan word, translation by loan word plus explanation, translation by paraphrasing using related word and translation by omission.

3.5 Data Analysis

After all the data have been collected, the next step was analyzing the data. The researcher employed descriptive qualitative method in analyzing the data. In order to analyze the data, there were several steps taken by the researcher. The steps are follows:

1. Comparing the original version of the book (English) and the Indonesian version of the book by using couple pairs method described by Toury (1995) right after all the architectural terms have been collected. Here, couple pairs mean comparing the English version of the book with the Indonesian version. For example:

| English | Indonesian |
|---|--|
| A regularly-spaced series of columns or similar vertical elements form a colonnade . | Serangkaian kolom atau elemen-elemen vertikal yang mirip satu sama lain dengan jarak yang teratur akan membentuk suatu kolonade (rangkaian kolom) . |

2. Classifying the terms into ten different categories based on the strategy used by the translator. The classification of the strategies based on the continuum of domesticating-foreignizing translation strategies suggested by Pedersen (2005), which are; Preservation, Addition, Naturalization, Literal Translation, Cultural Equivalent, Omission, Globalization, Translation by more specific words, Creation and Equivalent. The second classification of the strategies was taken from Baker's classification of translation strategies (1992), which are; translation by equivalence, translation by a more general word, translation by cultural substitution, translation using a loan word, translation by loan word plus explanation, translation by paraphrasing using related word and translation by omission.
3. Calculating the architectural terms found in the book. The data were presented in form of percentage based on each category.

4. The researcher made conclusions based on discussion and the data.