

BAB III

METHODOLOGY

This chapter describes the methodology of the research. The methodology of the research is an important step that the researchers should achieve specifically. It covers the research design which describes the theoretical framework used in the current study, source of the data, technique of collecting data, and data analysis.

3.1 Research Problem

To undertake this present study, the following research questions were posed:

1. What kinds of transitivity shifts are used in the Barack Obama's translated speeches?
2. What meaning can be derived from the shift?

3.2 Research Design

The present study used a qualitative method in analyzing the data. Cresswell (1994) states that a qualitative method is an inquiry process to understand a social or human problem, based on complex holistic picture, formed with words, reported detailed views of participants, and conducted in natural setting. Additionally, Cresswell (1994) states that qualitative method can be used as a method for revealing or understanding something beyond particular phenomena which is hard to described by a quantitative method.

Maxwell (2005) states that qualitative researchers rely on a variety of understanding and corresponding types of validity in the process of describing, interpreting, and explaining phenomena of interest. Furthermore, Jonker and Pennink (2009) emphasize that the essence of a qualitative research is to identify the characteristics and structures of phenomena and events which is examined in their natural context.

Maxwell (2005) also argues that the strengths of a qualitative research are derived primarily from its inductive approach, its emphasis on words rather than number, and focus on specific situations or people. This statement is similar to Jonker and Pennink (2009), who argue that a qualitative research is a process of undertaking questions which can be obtained by an inductive type and relates to the world of those involvement.

According to Maxwell (as cited in Alwasillah, 2002), states that there are five characteristics of qualitative research:

1. Understanding the meaning of the participants of the study, the events, situations and actions involved with the accounts of their life and experiences.
2. Understanding the particular context within which the participants act and the influence that this context has on their actions.
3. Identifying unanticipated phenomena and influences and generating new grounded theories.
4. Understanding the process by which events and actions take place
5. Developing casual explanations.

3.3 The Source of the Data

The data used in this research were the speeches of “Obama’s inaugural address”, “The USA President, Barack Obama, on the President seeks the new beginning of the USA, Muslims based on mutual respect”, and “Obama’s Speech in the University of Indonesia, Jakarta”. Those speeches were taken from *www.america.gov*, *www.obama-mamas.com/blog/?p=2104*, *www.madeandi.wordpress.com*, *www.vivanews.com* and *www.tempo.co*. The researcher chose the Indonesian transcription as a part of the data because Indonesian language is the researcher’s native language. Thus, the researcher used two types of data for the research: English and Indonesian transcription of the Barack Obama’s speech. Some core issues of the speeches are explained below.

The first speech is about his gratitude for American people and the former president, George W. Bush. Then, he spoke about the major issues that America face at the time. He mainly discussed the economy, jobs, health care, education, and conflicts abroad. He explained those one by one. He asked the citizens to think more globally and to build stronger ties with the rest of the world, to offer friendship and to set a positive example.

He also reminded the citizens to set back the core values: honesty, hard work, courage and fair play, tolerance and curiosity, loyalty and patriotism. Through these values, America can face all challenges in the future. Lastly, he asked the citizens to unite and to tell the world that America will face and survive together all the problems which may come in the future.

The second speech is Barack Obama’s speech in Egypt. His speech mostly showed the relationship between America and Muslim countries. Obama was very clear and direct in calling to a new beginning in the relationship between Muslims and United States. He also tried to satisfy all Muslims of Middle East and in the world and told that they should work together to change the stereotypes about each other. Generally, Obama was honest in

addressing differences and similarities between U.S. and Muslim world. Therefore, he called on all Muslims to focus on common ground and to decrease the differences between people.

The third speech is about Obama's visit in the University of Indonesia. He gave the general lecture for the college student in the University of Indonesia. Generally, he told about the development, democracy, and religion between United States and Indonesia. Actually, he spoke as the president of USA, but also he asserted that he was ever being a part of Indonesia. In the first, he shared his childhood's experience in Indonesia and related it to development, democracy, and religion. In development, Obama said the good relationship between the USA and Indonesia can increase the advantage development. He added that America has a role in developing the economy and education of Indonesia and vice versa.

Obama asserted that the development cannot be separated with the democracy, even though some people say democracy will obscure the development of economy. Fortunately, he did not see it in India and also Indonesia. He explained how America could achieve the democracy. He compared it also with Indonesia which experienced the same thing.

The last topic is a religion. Indonesia is a country that recognizes the existence of religions. He focused on Islam as a major religion in Indonesia. He said that America wants to start the new relationship between America and all of Muslims in the world. He ended his speech with the phrase "E pluribus unum" and "bhinneka tunggal ika". Those phrases have similar meaning: unity in diversity.

The data were taken randomly without choosing the specific topic. The study focused only on investigating the transitivity shift in the speeches. The researcher chose three speeches of Obama. All speeches had been taken from the Internet because nowadays mostly people find information through Internet. Nowadays, the Internet has an important role in our lives that makes all information which is browsed in the internet should be accurate, clear,

and trustable. Many speeches of Obama have been translated into many languages and appear on the Internet. It happens also in Indonesia, people need an access to the information quickly now. However, some of them may not understand English. Consequently, translated texts appear in some websites or blogs.

3.4 Technique of Collecting Data

In collecting the data, the researcher conducts some following steps:

1. Reading the original speeches and the translated speeches

The researcher read the three speeches to know the original version and the translation version closely. According to Newmark (1981), comprehending a text to find a core of message does not only need a general reading but also a close reading.

2. Identifying the speeches

The researcher identified and observed both versions of the speeches based on the textual feature matters.

3. Selecting the sample

After identifying, the researcher selected the phrases or the sentences of the speeches which contained of transitivity and transitivity shift.

4. Listing the sample

In this step, the researcher made a list of sample in form of table in order to analyze it easily.

5. Analyzing and comparing the sample

The researcher analyzed and compared the sample to examine the transitivity shift which occurs in the speeches and to reveal the meaning of the shifts occurred in the translated speeches.

6. Drawing the conclusion

After all, the researcher made a conclusion.

3.5 Data Analysis

In analyzing the data, the researcher used transitivity and transitivity shift as the tools of analysis. According to Hatim and Mason (1997), the act of translation is not an innocent one, it happens because of the background of the translator. The cultural values or ideology of the translator may influence the result of his or her translation. It may cause the translator to “manipulate” the source text by making some additions, omissions, adaptations, and so on. Therefore, in this study, the researcher used transitivity proposed by Halliday (1985) and transitivity shift developed by Calzada Perez (2007).

This study was done in some steps. Firstly, the researcher divided the speeches into clauses and then, chose some clauses which related to transitivity and transitivity shift. After finding some clauses which related to transitivity and transitivity shift, the researcher compared the clauses in both source texts and target texts. The researcher focused on those clauses. Then, the researcher put the clauses into group of the transitivity shift categorized by Calzada Perez (2007). After that, the researcher found out the most transitivity shift which happened in each speech. The result from the process of analyzing the texts was used to find out the meaning of the shifts occurred in the translated speeches.