CHAPTER III
RESEARCH METHOD

This chapter outlines research method employed in this study. It includes research objectives and research design.

3.1 Research Objectives

The aims of this study are as follows.

1. To investigate categories of cultural words in the novel *Negeri 5 Menara* and their translations in *The Land of Five Towers*.
2. To explain the techniques of translation used to translate cultural words in the novel *Negeri 5 Menara* and its translation *The Land of Five Towers*.
3. To analyze the most frequently-applied strategy by the translator and to see factors influence the translator apply that strategy.

3.2 Research Design

Research design according to Thyer (1993: p. 94) as cited in Kumar (2011) is a blueprint or detailed plan for how a research is to be completed. In subchapters 3.2.1 to 3.2.4 the detail research design components including type of study, data source, data collection, and data analysis will be explained.

3.2.1 Type of Study

The classification of this study is looked at from two different perspectives: 'objectives' perspective and 'enquiry mode' perspective (Kumar, 2011). From the viewpoint of 'objective' the study is differentiated by the study objectives. Meanwhile, from the viewpoint of 'enquiry modes' the study is differentiated by the aim of the study and the use of the findings.

From the viewpoint of objectives, this study is included into a descriptive and an explanatory study. It is descriptive since it is aimed at describing what type of cultural words found in the novel *Negeri 5 Menara* (Fuadi, 2012) and its

translation novel *The Land of Five Towers* (Fuadi, 2011) and describing how the Indonesian cultural words were translated. Kumar (2011) said that descriptive study is a study which attempts to describe systematically a situation problem. The study is also classified into an explanatory study because this study attempts to explain why the translator prefers to use one translation strategy over the other. Jackson (2012) explained that the study is classified into an explanatory study if the study allows us to identify the causes that determine when and why certain behavior occurs.

From the viewpoint of mode enquiry, this study is included into a qualitative study. It is qualitative because this study is done to identify the variation of cultural words found in the novel *Negeri 5 Menara* (Fuadi, 2012) and to investigate various translation techniques used by the translator in translating the Indonesian cultural words then this study can be classified into qualitative study. Kumar (2011) said that a study is classified as qualitative if the purpose of the study is primarily to describe a situation; if the information is gathered through the use of variables measured on nominal or ordinal scales (qualitative measurement scales); and if the analysis is done to establish the variation in the situation, phenomenon or problem without quantifying it.

Moreover, from the viewpoint of mode enquiry the study is also classified into quantitative research. In this study, the qualitative data in the form of various technique of translation applied by the translator were quantified to see the tendency of the translator in translating cultural words. Kumar (2011) said a study is classified as quantitative if the study quantifies the variation in a phenomenon, situation, problem or issue; and if the analysis is done to know the magnitude of the variation.

3.2.2   Data Source

This study used two kinds of data: objective and genetic data. The objective data in translation study refers to the translation product while genetic data refers

to the translator. The two kinds of data were used because this study was oriented to the product of translation and the process of translation.

The objective data source to be analyzed was cultural words found in the Indonesian novel of Ahmad Fuadi *Negeri 5 Menara* (Fuadi, 2012) and its English translation novel *The Land of Five Towers* (Fuadi, 2011). The novels were selected to be the data source because it contains many cultural words. In addition as Putrawan (2011) said, research on text which was translated from Indonesian into English was rarely conducted by researchers.

The genetic data source was information about the translator of the novel, Angie Kilbane. The information was all about the life background of her and information related to the reason behind the her tendency in translating Indonesian cultural words into English. Nababan (2007) said that in translating, the translator plays important role. He said in some cases, the background of the translator really affect the way the translator translate.

3.2.3 Data Collection

In collecting the objective data source, this study used indirect observation method. Indirect observation method is a way of gathering data indirectly by watching the results of interactions, processes, or behaviors (Data Collection Methods for Program Evaluation: Observation, 2008). The indirect observation method was applied by observing cultural words in the source text and its translation. Firstly, the scanning towards the source language novel and the translated novel was done to locate all cultural words. After that, all of cultural words in the source language and its translation in the target language were underlined and noted down. There were 239 Indonesian cultural words identified from the observation.

In collecting the genetic data, indirect interview via email with the translator of the novel *Negeri 5 Menara*, Angie Kilbane was held. In the interview, some questions that could help the researcher understand how the translator translated Indonesian cultural words in the novel into English and the

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possible reasons behind translator's decision applying most frequently-applied strategy in translating Indonesian cultural words were asked.

3.2.4   Data Analysis

The objective data in the form of cultural words which were found in the novel *Negeri 5 Menara* and its translation were analyzed through four steps. Firstly, cultural words were classified according to the categories of cultural words proposed by Newmark (1988, p. 95). Next the translation techniques used by the translator in translating cultural words were investigated. The investigation was based on the translation techniques as proposed by Molina and Albir (2002, p. 509). Lastly, after the techniques of translation were identified the most frequently-applied strategy of translation was uncovered. Venuti said that there two basics strategy in translation: domestication and foreignization (2011).

Based on the research questions, the example of the data analysis can be illustrated as follow.

	Text	Cultural Word Category	Translation Technique	Translator's Strategy
ST	Lebih dingin dari secawan **es tebak** di PasarAteh, Bukittinggi. (Negeri 5 Menara, 2012: 2)	Material Culture, Food	Description	Domestication
TT	Definitely colder than a glass of **shaved iced made by a spinning machine** in my village in West Sumatra. (The Land of Five Towers, 2011: 2)			

In example above, Indonesian cultural word *es tebak* is categorized as cultural word of material category of food section based on Newmark's cultural words classification (1988). The translator translated Indonesian cultural word *es tebak* into *shaved iced made by a spinning machine*. Here the translator applied

description technique of translation (Molina & Albir, 2002). Instead of borrowing the word *es tebak* into English language, the translator chose to describe the word in target language. The use of description technique in translating Indonesian cultural word *es tebak* indicated that the translator preferred using domestication strategy.