

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter describes the procedure used in this research to answer the three research questions stated in chapter I. This chapter covers statement of the problem, research design, data resources, respondents of the research, data collection and data analysis used in this research.

#### **3.1 Statement of the Problem**

Literary works contains a huge number of figure of speech in order to give clearer description and visualization about condition or things to the readers, one of which is metaphor. Metaphor often creates problems to the translators since it is difficult to find the appropriate equivalents in target language. Relevant to the main points explained above, the questions in this research project are formulated as follows:

1. What types of metaphors are expressed in the novel “*The Various Flavors of Coffee*”?
2. What strategies are used by the translator in translating metaphors in the novel “*The Various Flavors of Coffee*”?
3. How is the quality of translation of the metaphors in the novel?

#### **3.2 Research Design**

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Based on the classification of research designs from Creswell (2006), this research can be characterised as mixed method research because this study employs both qualitative and quantitative data. This research involves integration of the data in its process (Creswell, Clark, Gutmann, Petska & Hanson, 2004). This research is emphasized the attempt to seek the types of metaphors, the strategies of translating metaphors in novel “*The Various Flavors of Coffee*” and its quality.

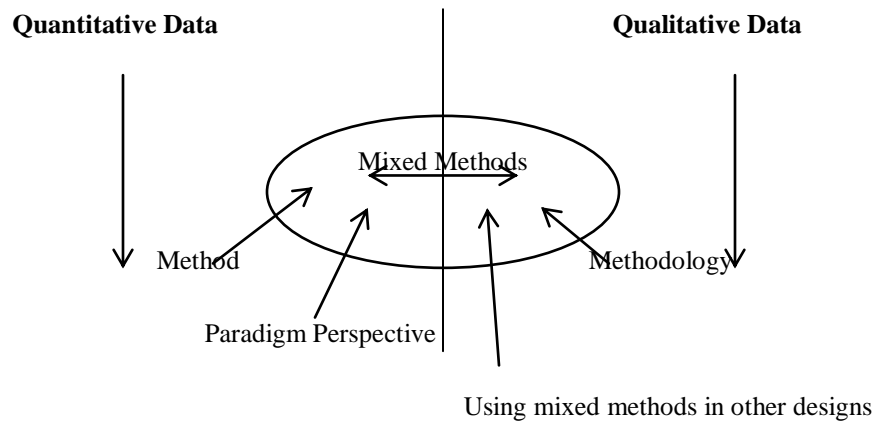
The first question is aimed to seek types of metaphors in the novel “*The Various Flavors of Coffee*”. The types of metaphors in this novel are analyzed by using document analysis technique. The metaphors in this novel are categorized into two types, namely dead and live metaphors. The numbers of the each type of metaphors are presented in percentage. This document analysis technique is also applied to the second question which is to find out the strategies of translating metaphors in the novel. The numbers of data are also presented in percentage. Since document analysis is the main technique in collecting data in these research questions, these questions belong to descriptive qualitative projects (Patton & Cochran, 2002).

On the other hand, the last research question is aimed to measure the quality of metaphors’ translation in the novel “*The Various Flavors of Coffee*”. Questionnaire is chosen as the instrument to find out the quality of translation of 12 respondents who are students of translating major and professional translators. The questionnaire consists of six questions with a five-point Likert scale. The questionnaire data are analyzed by using IBM SPSS 20.0 in order to check the validity and reliability of the data. Ordinal category formula is also applied in order to determine the quality of metaphors’ translation in the novel. Therefore, a quantitative analysis is appropriate to analyze and interpret the questionnaire data.

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From the description of three questions above, it can be seen that this research employs mixed method research since both qualitative and quantitative method are needed in collecting and analyzing the data. The process of mixing the data is shown on the following figure.



*Figure 3.1 Creswell's Process of mixing mixed data (2010)*

The mixed method helps the researcher in providing richer data and more comprehensive results. This idea is supported by Creswell (2006) who argues that by mixing the datasets, it provides a better understanding of the problem than if the dataset had been used alone. In accordance with Creswell, Brewer and Hunter (1989) express that when both quantitative and qualitative data are included in a study, the data gained will make the result even richer than one form of data.

Since this research employs qualitative and quantitative method, the data are obtained from two sources namely document and survey. The data from document are collected from a novel whereas the data from survey are obtained from a questionnaire. The two data sources are described as follows:

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### 3.2.1 Novel

“*The Various Flavors of Coffee*” is the source of data that are required in the first and second research question. The novel is written by Anthony Capella and translated by Gita Yuliani. The original novel is published by Bantam Books Trade Paperbacks whereas the translated version is published by PT Gramedia Pustaka Utama. This novel is chosen as the data source of this research because it contains a huge number of figurative languages. It also provides metaphors that are needed in this research.

### 3.2.2 Questionnaire

The respondents of this study are 10 students of a Bachelor Degree in English Department in UPI Bandung, who voluntarily participated in this study upon the information given by the researcher on the nature of the study and what is expected from them. The respondents are those who have taken Translating course both English-Indonesian and Indonesian-English. The students are expected to fill a questionnaire that is used to measure the quality of metaphors in the novel “*The Various Flavors of Coffee*”. The questionnaire consists of six questions in five-point Likert scale and one open question. In order to make the measurement more reliable, one expert and one professional translator are involved in this research. The expert is a senior lecturer in translating major in English Department in UPI Bandung whereas the professional translator is a translator and interpreter in Pakistan Embassy in Jakarta. By selecting these respondents and some experts, the researcher hopes that this survey gives a valid and reliable result in measuring the quality of metaphors’ translation in novel “*The Various Flavors of Coffee*”.

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### **3.3 Data Collection**

The data of this research are collected by applying triangulation approach. This approach is employed to ensure validity of raw data by using multiple methods of data collection (Gillham, 2000; Bassey; 1999). There were two methods of data collection used in this research namely document analysis and survey. Qualitative data are gathered from a novel by using document analysis technique. On the other hand, quantitative data are collected through a questionnaire.

#### **3.3.1 Document Analysis**

Document analysis, as proposed by Bassey (1999), is transferring information from anything that was made in case site and ensuring that it was properly labeled as source so it could be treated as data item. The document which is analyzed in this research is one of Anthony Capella's novel entitled "*The Various Flavors of Coffee*". Phrase, clause, or sentences in the novel which contain metaphor are analyzed as data source in this research. The data collected for document analysis is all of metaphors in the novel "*The Various Flavors of Coffee*".

#### **3.3.2 Questionnaire**

Questionnaire is an instrument to obtain data from many respondents. It is also called a survey, checklist or schedule. Dörnyei (2003, pp. 8-9, cited in Burns, 2010: 81-82) notes that "questionnaire can get you three types of information: factual or demographic (who the interviewees are and their background/experiences), behavioural (what they do, or did in the past) and attitudinal (attitudes, opinions,

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beliefs, interests and values). In this study, the questionnaire is expected to present the respondents' opinions upon the metaphors and its quality of translation.

The questionnaire is adopted from Peter Kahl's journal entitled "*Translation Quality – how can we tell it's good enough?*" which has been presented on Translating and the Computer Seminar in London on 1990. There are six questions related to the criteria of translation namely grammatical, accuracy, terminology, consistency, cultural identity and overall impression. Those questions are in Likert scale form and categorized as subject-completed instrument (Creswell, 2008). The scales are ranged from 1 (very poor) to 5 (very good). The respondents are asked to circle the letter of the list that represents their opinion about the criteria of translation. The quality of translation is taken from the respondents' total score of all items categorized in the norm scale.

### **3.4 The Validity and the Reliability of the Instrument**

The purpose of trying out the instrument is to make sure that the items are valid and reliable before it is administered to the respondents. The try out is administered to 10 college students who have taken Translating course and the results are analyzed by using IBM SPSS 20.0. Each step is explained as follows:

#### **3.4.1 Validity of the Instrument**

Checking the validity of the instrument before taking further action is an important step in research. An invalid instrument can lead to misunderstanding which can give wrong data and wrong result. Borg (1979) argues that validity is the degree to which a test measures what is supposed to be measured. The validity of the instrument is mostly checked by using correlation technique (Masrun, 1979).

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Sugiyono (2011) explains that the valid item is the item with positive and high correlation with the total score. The following are the steps to measure the instrument's validity:

1. If r-result is bigger than r-table ( $r\text{-result} > r\text{-table}$ ), so the item is valid. However, the item will be considered as invalid if the correlation between the items and r-result is smaller than r-table ( $r\text{-result} < r\text{-table}$ ).
2. Comparing r-result and r-table (0.252).
3. Conclude the comparison. (Sugiyono, 2011)

**Figure 3.2**

**The Result of Validity Test of Translation Quality Questionnaire**

<b>Items of Questions</b>	<b>r-result</b>	<b>r-table</b>	<b>Information</b>
TQ 1	0.668	0.252	Valid
TQ 2	0.731	0.252	Valid
TQ 3	0.717	0.252	Valid

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TQ 4	0.838	0.252	Valid
TQ 5	0.756	0.252	Valid
TQ 6	0.650	0.252	Valid

Validity test on the questionnaire of this research shows that the r-result from all of the questions is bigger than the r-table (0.252). It means that the questionnaire is valid as an instrument of research.

### 3.4.2 Reliability of the Instrument

Reliability is defined as the extent to which a test procedures consistent to the results when it is administered under similar condition (Hatch & Fahardy, 1982). Testing the reliability of the instruments is intended to convince that the instrument will give the same results even though it is carried out in different site of research. One of the methods that are used to check the reliability of an instrument is Alpha-Cronbach method (Budi, 2006). The formulas are:

$$r_{xx} = \alpha = \frac{k}{k-1} \left[ 1 - \frac{\sum_{i=1}^k s_x^2}{s_y^2} \right]$$

$$s_x^2 = \frac{\sum_{i=1}^n |X_i - \bar{X}|^2}{n-1}$$

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$$s_y^2 = \frac{\sum_{i=1}^n |Y_i - \bar{Y}|^2}{n-1}$$



Where:

$r_{xx}$  = reliability coefficient value of *Cronbach's Alpha*

$k$  = the numbers of questions

$s_x^2$  = the varian of each item

$s_y^2$  = the total score of the varians (Friedenberg, 1995:197)

Reliability of this instrument of research is tested by using IBM SPSS 20.0. The result of reliability test is shown on the table 3.2 below.

**Figure 3.3**

**The Result of Reliability Test of Translation Quality of Metaphors in Novel  
“The Various Flavors of Coffee”**

<b>Variable</b>	<b><i>Cronbach Alpha</i></b>	<b>N of Items</b>	<b>Status</b>
Translation Quality of Metaphors	0.693	6	Reliable

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### **3.5 Data Analysis**

The data collected from document analysis and survey which have been mentioned above had no meaning until it was classified, organized, and interpreted (Alwasilah, 2000). The data analysis of each instrument is elaborated as follows:

#### **3.5.1 Data from Document Analysis**

The data analyzed from document analysis process show the types of metaphors which are employed in novel "*The Various Flavors of Coffee*". Besides, it also reveals the strategies that are used in translating those metaphors. The collected data are analyzed through the following steps:

1. Classifying metaphors

The collected English metaphors are classified into two types that are live and dead metaphors (Larson, 1984). The data are analyzed by using those theories. Then, the writer counts the percentage of it by divided the frequency of dead or live metaphor with the number of samples.

2. Analyzing the translation strategies by comparing original English metaphors with its Indonesian version

The writer identifies the translation strategies by comparing the original English metaphors expressed in the novel with its Indonesian translation by using Larson's theory. Larson (1984) proposes 5 ways to translate metaphors (See chapter IV). All metaphors are clustered and counted based on the translation strategies above. The data are presented as a percentage.

#### **3.5.2 Data from Questionnaire**

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In measuring the translation quality of metaphors in novel “*The Various Flavors of Coffee*”, the scores in the questionnaire are quantified by using IBM SPSS 20.0 and categorized to ordinal category. The steps of analyzing the collected data through questionnaire are listed as follows:

1. Calculate the total score of each questionnaire by summing up the point of each question.
2. Arrange the scores in order.
3. Analyze the data by using SPSS 20.0 to get the descriptive depiction of the data.
4. Analyze the score by using the ordinal category formula to determine the translation quality of metaphor.

Ordinal category is a categorization of a group tested or a scale into several levels. As stated by Azwar (2012), it is used to place an individual or thing to their own level according to the assessed attribute. The continuum of the level would be “the highest to the lowest”. For that reason, the levels can be determined by grouping it based on existing formula (See table 3.3)

The quality of translation is categorized into five levels, namely very good, good, quite good, poor, and very poor by using the translation quality scale category. The categories of the data scales are described in the following table. The further explanation of the application of the formula can be seen in Chapter 4.

**Figure 3.4**  
**Ordinal Category in Normal Distribution Data**

Scoring Range	Criteria
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$X \geq \mu + 1,5\sigma$	Very Good
$\mu + 0,5\sigma < X \leq \mu + 1,5\sigma$	Good
$\mu - 0,5\sigma < X \leq \mu + 0,5\sigma$	Quite Good
$\mu - 1,5\sigma < X \leq \mu - 0,5\sigma$	Poor
$X \leq \mu - 1,5\sigma$	Very Poor

Where

X : Subjects' raw score

$\mu$  : Mean score

$\sigma$  : Standard deviation

The level of quality can be determined by applying the means and the standard deviations into the formula.

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