

CHAPTER III

RESEARCH METHODOLOGY

This chapter describes the methodology used in the study including the explanation of how the data were obtained and were analyzed, the description of the source of data, and the sample of how the data were presented. In addition, this chapter also provides definitions of some key terms in this study. As stated earlier, this study is intended to answer the following questions: what are the types of cultural terms found in the novel? and what type of equivalence is applied in the cultural term translation?

3.1 Research Design

This study mainly used qualitative data analysis. According to Cohen, Manion, & Morrison (2007), qualitative data analysis is always related to the description of data based on certain categories and regularities. This means that the data in qualitative research are analyzed by categorizing the data.

In line with the definition of qualitative data analysis above, Creswell (2007) argues that qualitative research is an interpretative naturalistic research since the primacy of qualitative research is to interpret data in their natural setting. This emphasizes that the data should be original. It is not recommended to manipulate the data in order to keep the flavor of the original data (Cohen, et al., 2007).

Qualitative data analysis was appropriate for this study because the aim of this study was to explore the categories of cultural terms and the equivalence between those cultural terms and their English translations. However, to illustrate the findings, this study employed a simple quantification. This quantification was used to determine the percentage of each cultural term category and each type of equivalence found in that novel. The sources of data in this study were the original text of a novel, *Bumi Manusia* and its English translation text *This Earth of Mankind*.

3.2 Research Questions

As stated in the previous section, the purpose of this study was to answer the following questions:

1. What are the types of cultural terms found in the novel?
2. What type of equivalence is applied in the cultural term translation?

3.3 Object of The Research

The object of this research is a historical novel written by Pramoedya Ananta Toer entitled *Bumi Manusia*. This novel is the first book of Buru Quartet which was originally written in 1980 and the first publisher was Hasta Mitra. However, in this study, the novel which was used as the data resource was published in 2005 by another publisher, Lentera Dipantara. As mentioned in the fifth page of the novel, *Bumi Manusia* has been translated into more than three languages in the world (Nurmala, 2014). This novel was translated into English in 1983 by Max Lane. The title of the English version of *Bumi Manusia* is *This Earth of Mankind*.

This Earth of Mankind is a story set in 1898 and tells about colonial life in Indonesia at that time. The story of this novel is told in Minke's voice, first person point of view. That is why the novel engages the readers with Minke's life and situation. Besides Minke, Nyai Ontosoroh and Annelies are the other important characters in this novel. The main issue in this story is about education. Education is considered important as the thing that has great influence in technology system development nowadays. It is told that all sophisticated technology we find in the world begins with great knowledge possessed by people from the west. Well educated people in the past are the pioneer of modernity nowadays. In short, education is the key to make decision in any circumstance(s).

Minke is the only Native allowed to join an elite school where everything is dominated by European generations. Minke is a poor clever boy who lives in the middle of colonization where Indonesian people are prevented from enjoying their rights, especially the right to be educated. In the beginning of the story, Minke is introduced to a woman, Nyai Ontosoroh who has a beautiful daughter named Annelies. Nyai ontosoroh is a concubine of a European man. After being a

concubine, Nyai had a better life with her wealth she got from her business. Unfortunately, Minke and Annelies start to love each other but their love brings up problems for Minke's life and his education. Minke regularly comes to Annelies's house and he even spends so many nights there as invited by Annelies and her mother. This situation does not influence Minke's achievement in his school but one day when Annelis' father is murdered, Minke is involved in the murder. This almost makes Minke leave school because his teachers presume that Minke has a forbidding relationship with Annelies.

3.4 Data Collection

In the process of collecting data, the first step was reading the original version of the Toer's novel, *Bumi Manusia*. This reading activity was conducted in order to select Indonesian cultural terms in the novel. There are 116 Indonesian cultural terms found in the novel. Those cultural terms were selected by categorizing those terms into cultural categories proposed by Espindola and Newmark.

After reading and selecting the terms which are culturally bound, the English translation of the novel, *This Earth of Mankind* was also read in order to look for the translations of each cultural term found in the original novel, *Bumi Manusia*. The translations of each term are the secondary data for this study.

Based on those collected data, each of the cultural term was paired with its translation. Finally, the pairs of data are the object to be analyzed in terms of the cultural category and the type of equivalence. In the process of collecting data, it is important to say that this study focuses on analyzing Indonesian cultural terms in the novel *Bumi Manusia* and their English translations in the English translation of the novel, *This Earth of Mankind*.

3.5 Data Analysis

There are five steps in conducting the research. The first step in analyzing the data was classifying the primary data. The Indonesian cultural words were categorized into 12 cultural categories proposed by Espindola and Newmark including toponyms, anthroponyms, forms of entertainment, means of transportation,

fictional character, measuring system, personal life, social life, ecology, public life, customs and pursuits, and private passions.

The second step was finding out the definition of those cultural words to make it easy in determining the type of equivalence. Most of the definitions were found in *Kamus Besar Bahasa Indonesia* (KBBI) and articles related to some Indonesian cultural words and phrases. The third step was evaluating the translations of each cultural bound word previously found in the original text. Then, using the theory about equivalence in translation proposed by Pym, the writer classified those translations into two types of equivalence namely natural equivalence and directional equivalence.

The fourth step was observing the occurrences of each type of cultural category and type of equivalence. In this step, the percentage of each type of cultural category and type of equivalence was calculated. This step was carried out by using the following measurement formula:

$$P = \frac{F}{N} \times 100\%$$

P = Percentage of an item

F = Frequency of an individual item

N = The total number of the occurrence

The last step was gathering and discussing the finding to draw conclusions and suggestions for further studies. The following table is the sample of how the data in this study are analyzed. The complete data of this study can be seen in appendices pages provided in the last section of this study.

| Indonesian Text | English Text | Cultural Category | Type of equivalence |
|---|---|-------------------|---------------------|
| Kemudian muncul lagi membawa limun (p.379) | He returned carrying lemon drink (p.255) | Personal Life | Natural Equivalence |

In the translation above, the word '*limun*' refers to a kind of beverage. That is why this term was categorized into personal life category. The term *limun* as can be seen in the table above was translated into English 'lemon'. This translation is included as natural equivalence because the word 'lemon' and *limun* naturally have the same meaning.

3.6 Concluding Remark

This chapter has completely elaborated the steps which were taken in conducting the analysis of this study. This chapter covers the elaborations of the research methodology applied in this study, the information of data sources, and the procedures of how the data were collected and analyzed. The next chapter will further elaborate the findings of this study.