

CHAPTER III

RESEARCH METHODOLOGY

This chapter consists of the methodology of the research. The elements which will be discussed in this chapter are research problems and research methodology. Research methodology contains research design, source data, data collection, and data analysis.

3.1 Research Problems

In this research, the writer analyzes some following questions:

- 3.1.1 What types of Indonesian cultural words are found in the English version of “Wonderful Indonesia” tourism website?
- 3.1.2 What translation procedures of Indonesian cultural word are used in the English version of “Wonderful Indonesia” tourism website?
- 3.1.3 How is the quality of Indonesian cultural word translations in the English version of “Wonderful Indonesia” tourism website?

3.2 Research Methodology

3.2.1 Research Design

This study employed a qualitative descriptive design. It was qualitative because the data used was in the form of words, phrase or sentences. Sugiono (2013, p. 23) states that qualitative data is in the form of

sentences, words or pictures. The purposes of this kind of research are understanding, description, discovery, hypothesis generating (Key, p. 1997). Based on the mentioned qualitative method, this study included discovery, understanding, and description.

This study was also a descriptive analysis of procedure of cultural word translations. According to Paller-Calmorin & Calmorin (2007), descriptive analysis describes the nature of an object by separating it into its part. Its purpose is to discover the nature of things. In this qualitative-descriptive study, the researcher presents the data in the way of analyzing and interpreting.

From the above matter, the researcher investigates this study by reading, finding, and analyzing the type of Indonesian cultural words in the English version of “Wonderful Indonesia” tourism website, the translation procedures of Indonesian cultural words from Indonesian into English, and the quality of the cultural words translation. Then, the researcher describes it more details in the Chapter IV.

3.2.2 Source Data

According to Hoffer, Prescott, and McFadden (2005), data is the representative of an object or a series of information which has meaning. There are two kinds of data: primary data and secondary data. The primary data is used directly as the source of information, while secondary data is used

as complementary resources. This research used two data. The primary data of this research was the texts in “Wonderful Indonesia” tourism website or the Indonesia’s tourism website www.indonesia.travel, to analyze the type of cultural words. Whereas, the secondary data of this study was questionnaire, in the form of translation quality assessment (TQA), to see the quality of the cultural translations in the website.

3.2.3 Sample Data

The sample data of this study is the smallest unit of text in “Wonderful Indonesia” tourism website. From the total of articles in eight categories of islands, the researcher took ten articles in the West Java category. The ten chosen articles (Appendix A) were chosen randomly in each category of town to be representative of West Java category. From those articles, the researcher found 336 cultural words to be analyzed in terms of the types, translation procedures, and the quality of translations in “Wonderful Indonesia” tourism website.

3.2.4 Data Analysis.

The study generally used two techniques, namely text analysis and translation quality assessment (TQA). The steps of the study are as follows:

1. Exploring the text in “Wonderful Indonesia” tourism website

The first step to be done in this study was to explore the text in “Wonderful Indonesia” tourism website. The researcher scrolled down the archive, looked for cultural word translations from Indonesian into English, and copied the ten chosen articles in both source language (SL) and target language (TL) from the archive.

2. Collecting 336 items of cultural word

The second step in analyzing the data was collecting 366 items of cultural words in the Bahasa Indonesia version and the English version, from 10 selected articles (Appendix A) to see the cultural word types, their translation procedures, and the quality of cultural word translations in “Wonderful Indonesia” tourism website.

3. Identifying the cultural word types and their translation procedures

The third step in analyzing the data was identifying all collected cultural words into the type of cultural word based on Newmark (1988), Vlahov and Florin (1980) cited in Tellingner (2003), and Davies (2003). Then, the translation procedures of cultural words were classified based on Newmark (1988). The categorization was collected in Table 3.1.

NO	INDONESIAN	ENGLISH	CULTURAL WORDS	PROCEDURES

Table 3.1 Framework of Headline’s Analysis of Indonesian Cultural Words and the Procedure of Indonesian Cultural Words in “Wonderful Indonesia” Tourism Website.

The researcher then discussed the result of cultural words translation procedure categorization with one participant to avoid incorrect categorization.

4. Calculating the number and percentage of each category of Indonesian cultural word and their procedure of translations

In the next step, researcher calculated the number and percentage of each category of cultural words and procedure of cultural word translations. In presenting the data, the researcher used Bungin's formula (2005, p. 171):

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

where:

P = Number of percentages

F = Frequency of translation procedure

N = Total number of procedures

The calculation result of cultural word categories and their translation procedure were presented in Table 3.2.

CULTURAL WORDS CATEGORIES	FREQUENCY	PERCENTAGE

Table 3.2 Framework of Headline's Analysis of Indonesian Cultural Word Categorization in "Wonderful Indonesia" Tourism Website.

5. Juxtaposing the calculation of cultural word translation procedures

The calculation result of cultural word translation procedure was juxtaposed in Table 3.3.

	Transference	Naturalization	Cultural equivalence	Functional equivalence	Descriptive equivalence	Synonymy	Through translation	Shifts transpositions	Modulation	Recognized translation	Compensation	Componential analysis	Reduction	Expansion	Paraphrase	Couplets	Notes	
TOTAL																		
PERCENTAGE																		

Table 3.3 Framework of Headline's Analysis of Indonesian Cultural Word Translation Procedures in "Wonderful Indonesia" Tourism Website.

6. Assessing the cultural word translation quality

To see the quality of cultural word translations, the researcher assessed the translation quality and asked two participants to assess the quality of cultural words translation based on Larson's criteria (1984) with the indicators from Barnwell's theory (1992) in the form of translation quality assessment (TQA), which presented in Table 3.4.

NO	INDONESIAN	ENGLISH	ACCURACY				CLARITY				NATURALNESS			
			1	2	3	4	1	2	3	4	1	2	3	4
			Bad	Fair	Good	xceller	Bad	Fair	Good	xceller	Bad	Fair	Good	xceller

Table 3.4 Framework of Headline's Analysis of Indonesian Cultural Word Translation Quality Assessment in "Wonderful Indonesia" Tourism Website

7. Calculating the number and percentage of each level of cultural words translation quality

The TQA result from each participant then calculated by using the same formula like in analyzing the cultural words (Bungin's formula).

Then, the result of three informants is presented and juxtaposed to get the average for overall cultural words translation quality.

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THE TRANSLATION PROCEDURES OF INDONESIAN CULTURAL WORD USED IN THE ENGLISH VERSION OF "WONDERFUL INDONESIA" TOURISM WEBSITE

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8. Reporting the results and interpretations

After all data calculated and analyzed, the researcher interpreted the data and presented the results of the study.

9. Drawing conclusions

The last step of this study was drawing conclusion of the study.