

CHAPTER III

RESEARCH METHODOLOGY

This chapter focuses on the procedure in conducting the research. It consists of research design and method, data collection, research procedures, clarification of keyterms and concluding remarks.

3.1 Research questions

This research attempts to address the following questions:

1. What categories of cultural words are found in the novel *The Lost Symbol*?
2. What type of foreignization and domestication strategies are applied in the translation of the cultural words in the novel *The Lost Symbol*?

3.2 Research design and method

This research employed a descriptive qualitative method in order to obtain the accurate results. A descriptive qualitative method focuses on finding themes and patterns on the phenomenon being questioned, it also views the perspective of experts and researcher as the main source of research objectives (Parse, 2001). Qualitative descriptive method is perceived to be a suitable method for this research because the questions proposed by this research lead to the patterns of the foreignization and domestication strategy used in the novel *The Lost Symbol* as the answers.

Specifically, descriptive qualitative is chosen as the method for this research based on the consideration of the type of the data used in this research (Translation products in source language and target language) and the aims of this research. It is in line with the notion of Descriptive Translation Studies (DTS) proposed by Toury (2002). He describes DTS as the translation studies that put the

text within the target culture system, looking at its significance or acceptability; compare the source translation (ST) and the target translation (TT) for shifts, identifying relationship between ‘coupled pairs’ of ST and TT segments, and attempting generalization about the underlying concept of translation; and draw implications for decision-making in future translating process.

3.3 Data collections

The data used for this research were the cultural words obtained from the English and Indonesian version of the Novel *The Lost Symbol* written by Dan Brown. The original English version was obtained in the form of Electronic book (PDF) while the Indonesian version was obtained in the form of physical book published by PT. Bentang Pustaka Pustaka and translated by Ingrid Dwijani Nimpoeno.

The novel was chosen as the source of the data collection due to its main theme which mainly focuses on American myths, cultures and beliefs. Hence, the novel used many cultural words related to the myths, cultures, and beliefs of American which would hardly have the exact collocations in Bahasa Indonesia. The differences in certain cultural words between Western countries, specifically the United States of America and the Eastern countries, specifically Indonesia will result in the appliance of foreignization and/or domestication in order to overcome those terms’ differences.

The data used in this research were cultural words in the source language and their translation in the target language. Due to the limitation of time in conducting this research, the researcher only gathered cultural words from 100 pages of the book taken from the beginning, the middle and the last part of the novel. Following are the details of the steps taken in collecting the data:

1. Reading both the source language version and the target language version of the novel *The Lost Symbols*.
2. Identifying cultural words found in both versions of the book. The cultural words were identified based on the cultural words categories proposed by Newmark (1995).
3. Selecting 118 cultural words found from both version of the novel. The cultural words gathered were taken from the beginning, the middle and the last part of the novel.

Apart from the reason in choosing data collection as described above, this research data collections had also weaknesses. One of the weaknesses is that the data collections only consist of cultural words only, mainly in the form of words and noun phrases so the research could not cover the analysis of foreignization and domestication strategy on cultural words comprehensively. Another one is that the data was taken only from the beginning, the middle and the last part of the novel as the representative instead of fully analyzing the whole novel.

3.3.1 Data Analysis

After the data were gathered, the researcher proceed to analyze the data in order to answer the research questions. This study employed the qualitative method with the support of numerical data. There were several steps taken to analyze the data, the details are as follows:

1. Comparing the source language and the target language of the cultural words chosen as the research data. The following table is the example of how the cultural words were compared.

Source Language	Target Language
Like a dried	Seperti <i>aprikot</i> kering

<u>apricot</u>	(pg. 15)
Was <u>Pop</u> okay	Apakah <u>Pop</u> baik-baik saja (pg. 16)

- Classifying the cultural words into the cultural word categories proposed by Newmark (1995).
- Categorizing cultural words found in the novel based on Pederson's foreignization and domestication continuum model (preservation, addition, naturalization, cultural equivalent, omission, globalization, translation by more specific words, creation, equivalent).
- Classifying each data set based on the translation strategies.

No.	Source Language	Target Language	Translation strategies	
1.	I was looking at my <u>Grandma</u> Marie.	Aku sedang menatap nenekku, <u>Grandma</u> Marie. (pg. 15)	Foreignization	Preservation

- Calculating the numbers of cultural words categories and the foreignization-domestication strategies found in the data.
- Interpreting the data analysis result in chapter IV
- Making conclusions and suggestions based on the research findings.

3.4 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.