

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter focuses on the information of the research methodology applied in the present research. The structures of this chapter are as follows: research design, research questions, data source and data collection, and data analysis.

#### **3.1. Research Design**

This present study mostly uses a descriptive qualitative method which attempts to give a detailed explanation regarding the analysis. This study attempts to involve a critical analysis which searches for various answers to the research questions by examining the aspects of the comic.

Descriptive qualitative method is a valuable method in doing research (Sandelowski, 2000). By using the right method in an analysis, it can be used to develop the theories used to make the analysis more comprehensive. Descriptive research is generally used in analyzing research text which can be supported by quantitative research (Throne, Kirkham, and MacDonald-Emes, 1997, as cited by Sandelowski, 2000). The data analysis in descriptive qualitative method can be used to develop an understanding of the theories by making the interpretation in the description form (Hancock, 2002).

According to Lambert and Lambert (2012), descriptive qualitative analysis is a useful method that aimed to gain the information and can be used to discover the necessary data for the analysis. Based on the aforementioned explanation, it can be seen that Lambert and Lambert (2012) share the same opinion as Sandelowski (2000). Lambert and Lambert (2012) add that the use of descriptive qualitative method should be related to the theory that is used in the study.

However, content analysis is usually used in analyzing data in a form of text. Hsieh and Shannon (2005) state that content analysis can be seen as qualitative data. Content analysis in qualitative method may help in analyzing text by paying more attention on the content and also contextual meaning in the object of the analysis. According to Webber (1990), as cited in Hsieh and Shannon (2005) describes that content analysis in qualitative method can be done by

counting and collecting the words in the text which aimed to identifying the language. He adds that classifying the data is needed to make the large quantity of the data into the efficient number. It can be said that by using content analysis in qualitative method, the researchers may get the appropriate understanding of the related study. It also will be helped in analyzing the data in this study.

There are three reasons presented of why this study chooses the comic as the object of the analysis. They are: (1) Tintin comic is one of the most popular comics which adopted in many languages, especially Indonesian; (2) some of the words and sentences can be analyzed by the theory that is used in this study; and (3) Tintin comic series of *The Broken Ear* has not become the object of the other studies or analysis.

In addition, this method is suitable for this analysis as it helps to discover the issues in this study.

### **3.2. Research Questions**

This study focuses on the analysis of semantic shift in the English-Indonesian Tintin's comic series of *Adventure of Tintin: The Broken Ear*. The research questions are presented as follows:

1. What are the semantic shifts found in the English-Indonesian translated texts of Tintin's comic series?
2. What do the shifts signify?

### **3.3. Data Source and Data Collection**

The data which is used in this research are English and Indonesian version of comic series of Tintin. The English version entitled *The Adventure of Tintin: The Broken Ear* while the Indonesian version entitled *Petualangan Tintin: Si Kuping Belah*. Both of the comics become the main object of the analysis.

The English version is taken from Tintin's book volume 2 from sub volume 6 which was released on first January 1937 by Herge of 24 series of comic Tintin while the Indonesian version is taken from Tintin sub volume 6 and translated by Donna Widjajanto for Gramedia Pustaka Utama in 2008.

The comic series of Tintin is one of the most popular comics of the 20<sup>th</sup> century created by a Belgian artist, Herge or as known as Georges Remi. Tintin comic series had been published in more than 70 languages. It is included in English and Indonesian version. The series of Tintin have been adapted into radio, television, theatre and film which serve various genres of the stories; fantasy, mystery, political, thriller and science fiction. The comic series of Tintin is chosen as the object of the research because it is suitable for the study in analyzing shifts and the change in meaning of the texts.

The data in this research are conducted from English-Indonesian version of Tintin comic series through identifying and classifying all the sentences which are related with the study. In the process of classifying and identifying the data, the close reading of both comics are needed from the beginning to the end. The selected sentences will be presented in the form of tables.

### **3.4. Data Analysis**

There are several procedures of the analysis which are related with the study to answer the research questions:

The first step in analyzing the data is doing a close reading to both version of Tintin comic series since the object of the study are comics, which are: *The Adventure of Tintin*, *The Broken Ear* of the English version, and *Petualangan Tintin*, *Si Kuping Belah* of the Indonesian version. The English version of the comic is the source text (ST) while the Indonesian version is the target text (TT). Close reading aims to find the data which are related to the semantic shift by identifying the sentences or the words change from both of the version. The results of selected data are collected in the form of tables to make the process of analysis easier.

The next step is classifying the data based on the categories of semantic shifts in tables which are proposed by Mujiyanto (2001): substitution, deviation, generalization, specification, and reversal. The columns of the table consist of the source text (ST), target text (TT), and back translation (BT). It is necessary to make back translation from the translated text version to target language. Back

translation aims to compare between the source language and the target language to find out the differences between both of the texts.

Table 3.1. Generalization Category Table

Source Text	Target Text	Back Translation
Lost, magnificent parrot	Hilang: kakak tua	Lost: parrot
Wrong number!	Salah lagi!	Wrong again!

Table 3.2. Specification Category Table

Source Text	Target Text	Back Translation
That night at 21 London Road	Malam itu di rumah almarhum Balthazar	That night in Balthazar house
All I need is a light	Aku cuma butuh korek	I just need a lighter

Table 3.3. Substitution Category Table

Source Text	Target Text	Back Translation
My mind is made up	Aneh sekali	So weird
Great snakes!	Ya ampun!	My goodness!

Table 3.4. Deviation Category Table

Source Text	Target Text	Back Translation
Poor devil	Orang malang	Poor people
I'd have settle his hash	Aku pasti sudah membunuhnya	I'd have killed him

Table 3.5. Reversal Category Table

Source Text	Target Text	Back Translation
It's funny!	Aneh!	Weird!
Going round and round like that	Jangan mondar mandir dong!	Do not going round and round!

Table 3.6. Percentage of Data Frequency

No	Semantic Shift Category	Frequency	Percentage
1	Generalization	19	29%
2	Specification	11	17%
3	Substitution	24	37%
4	Deviation	3	4.7%
5	Reversal	8	12.3%
<b>TOTAL</b>		<b>65</b>	<b>100%</b>

After classifying the data into semantic shift categories, the data can be analyzed by reading the texts one by one to get the meanings and the differences from both versions. Then, the data can be interpreted one by one by using Mujiyanto (2001) theoretical perspective.

In addition, there are two types of tables conducted in the research. The first type presents the selected sentences from source text (ST), target text (TT), and back translation (BT) based on the categories of semantic shifts. The second type presents the findings of the analysis based on the semantic shift categories.

The last step of the research, the result of the analysis can be drawn to see how the use of the semantic shift may influence the translator in the process of translation between English-Indonesian comic translation. In addition, the use of semantic shift can signify many changes that contain the cultural aspects. This study focuses into cultural words as one of cultural aspects which are found in the analysis, especially idioms that will be further explained in the chapter of findings and discussion.