CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the methodology of the research and the description of research procedures used in order to answer the research questions stated in Chapter I. This chapter consists of the research questions, aims of the study, research design, the data collection, and finally the data analysis.

1.1 Research Design and Method

Related to the aims and the characteristics of the study, this research used a qualitative case study design. According to Baxter and Jack (2008), qualitative case study provides tools for researchers to study complex phenomena within their context. Consequently, the purpose of this study was to understand a social phenomenon and individual perspective being analyzed, in this case is the selected Twitter Web pages (McMillan and Schumacher, 2003, cited in Syamsudin and Damayanti, 2007). Furthermore, this study also attempted to find out why certain translation procedures were used to create good or even irrelevant translations in order to know the quality of the translation of the selected Twitter Web pages based on the characteristics of good translation proposed by several experts as stated in Chapter II. Thus, in relation to this study, the qualitative case study design was considered appropriate since this research specifically analyzed the translation procedures used in Indonesian translated version of Twitter Web pages and its translation quality.

1.2 Research Procedures

There are two sections elaborated in this part. The first section refers to the elaboration of the data collection techniques of the study. The second part addresses the explanation of the step to analyze the data gained during the research.

1.2.1 Data Collection Techniques

As a case study research, creating a deep exploration and understanding towards the study was needed to do. Thus, two data collection techniques were used in this study, namely interview and the translated version of the Twitter Web pages.

1.2.1.1 Interview

The source used in this research to gain the data was the words and phrases on the selected Twitter Web pages and identify the quality of the translation. In consequence, to identify the sample of the words or phrases on the Twitter Web pages, the research employed purposive sampling as the method for selecting the participants for the interview. The participants of the interview were chosen based on researcher's judgement that the information from the participants would provide the spesific data needed in the study (Fraenkel, Wallen & Hyun, 2012, p. 100). Specifically, this study used the typical sample. In other words, the selected participants were considered or judged typical or representative of that which is being studied (Fraenkel, Wallen, & Hyun, p. 436). Thus, five English students majoring in Translating whom also Twitter users were chosen to be the respondents of the study for the interview.

In selecting the participants of the interview, two considerations were taken into account. First, the final score of translation practice course of each participant is "A" indicating that the participants possessed sufficient knowledge specifically in relation to translation, its practice, and the characteristics of good translation which are significant in this research. The second consideration was that each participant had reached more than 1000 tweets showing that they are frequent and active users of Twitter. After selecting the respondents, informed consent was given to each participant to willingly take part in the current study.

An in-depth interview was solely employed to obtain the data in this study. Interview is the most common source for qualitative data alongside with observations and documents (Patton, 2002). An in-depth interview was conducted

in the form of informal conversational interview. The interviewees were asked in the natural course of things. The primary intent of the informal interview is to find out what the interviewees think and how the views of one individual compare with those of another (Fraenkel, Wallen & Hyun, 2012, p. 451). The interview was conducted two times. The first interview was aimed at discovering the user's most visited and accessed pages on Twitter Web pages Twitter Website and the second interview was aimed at figuring out their responses towards the translation quality, whether it was an acceptable translation or not an acceptable translation.

The interview was conducted in English. In the first interview, each interviewee was asked two questions about which Twitter Web Pages they usually visited and accessed. Furthermore, in the second interview, the interviewees were given the transcript of the selected pages taken from the first interview both in English language (SL) and Indonesian Language (TL). As mentioned earlier, the second interview was intended to find out the interviewees' response and opinion about the quality of Indonesian translated version of Twitter Web pages. The questions and answers were written down on the research note. Furthermore, the conclusion was drawn from the transcription.

1.2.1.2 Twitter Web pages

As the main concern of the research, the main data were collected from the Twitter Web pages in the form of words and phrases that were figured out during the interview section. In other words, the words and phrases in the Indonesian translated version were taken from the participants' frequently visited and accessed Twitter Web pages. It was found out that there were 22 Web pages consisting of 170 words and phrases gained from the interview that will be further elaborated in Chapter IV.

1.2.2 Data Analysis Techniques

To analyze the data, several steps were taken in order to conduct the analysis:

1. Searching the relevant theory from textbook, thesis, journal, internet sources to support the study.

2. Reading and comparing Twitter Web pages based on the result of interview in both English and Indonesian language.

3. Juxtaposing the English and Indonesian version of Twitter Website page in both English (Source language) and Indonesian (Target language) version as provided in Table 3.1.

Table 3. 1 The Juxtaposition of English-Indonesian

No	English Version	Indonesian Version
1	I'm followed by someone new.	*Saya diikuti oleh orang baru.*
2	Do not inform me before showing media that may be sensitive.	*Jangan beri tahu saya sebelum menampilkan media yang mungkin sensitif.*
3	Mark media I tweet as containing material that may be sensitive.	*Tandai media yang saya tweet mengandung materi yang mungkin sensitif.*
4	News about Twitter on partner products and other third party services.	*Berita mengenai Twitter pada produk mitra dan layanan pihak ketiga lainnya.*
5	Who *to* follow.	*Untuk diikuti.*

Note: These data were taken from the samples data (see appendix 1)

4. Identifying the data based on each translation procedure theories by Newmark (1988); and Vinay and Dalbernet (1973) as provided in Table 3.2

Table 3. 2 Translation Procedures Used in both Language.

No.	English Version	Indonesian Version	Translation Procedure
1	How do I use Twitter?	*Bagaimana saya menggunakan* Twitter?	Couplets (literal and transference)
2	How do I update my settings?	*Bagaimana saya memperbarui pengaturan saya*?	Literal

5. Classifying and listing the text based on its translation in both English and Indonesian language. According to Stake (2010), researcher could classify each datum according to a categorical scheme (Stake, 2010, p. 89) as provided in Table 3.3.

Table 3. 3 Examples of Literal Translation Procedures

	Source Language	**Target Language**
1	Policies and violations	Kebijakan dan pelanggaran
2	Safety and security	Keselamatan dan keamanan
3	Invite friends	Ajak teman
4	Follow	Ikuti
5	Suggestions for people you probably know in the real world	Usulan untuk orang yang mungkin anda kenal di dunia nyata
6	Me	Saya
7	Connect	Hubungkan
8	Search	Cari
9	Discover	Temukan
10	Troubleshooting	Pemecahan masalah

6. Analyzing and calculating the percentage for each procedures by this formula:

$$P = \frac{F}{N} \text{ x } 100\%$$

P= Precentage

F= Frequency of translation procedure

N= Total number of samples

7. Discussing the data based on each translation procedure theories by Newmark (1988); and Vinay and Dalbernet (1973) (further discussion is elaborated in Chapter IV).

8. Judging and discussing the translation quality based on some theories as discussed chapter two by separating it into two groups (the qualified and the not qualified). This step is supported by the readers' opinion about the quality of the translation version.

9. Drawing conclusions.

1.3   Sample of the Data Analysis

In this part, one sample of the data analysis is put forward as shown in Table 3.4 to show how the data will be discussed in Chapter IV.

Table 3. 4 Example of English-Indonesian Translation of Twitter Web pages

	Source Language	Target Language
1	Mobile	*Ponsel*
2	Search	*Cari*
3	Country	*Negara*

Table 3.4 shows the examples of literal translation in the Twitter Web pages. As indicated in the table above, the texts were translated literally, because the meanings were still preserved clearly to create relevant information as it

happens in word to word, group to group, clause to clause, and sentence to sentence (Newmark, 1988). In addition, literal translation transfers SL grammar and word order, as well as the primary meaning of all the SL words, and it is effective only for brief simple neutral sentences (Newmark, 1988: 69).

As indicated in the examples above, the translator translated literally the words '*mobile*' into '*ponsel*', '*search*' was translated into '*cari*', and '*country*' was translated into '*negara*'. Those words were translated literally, because they had equivalent meanings in the receptor language. Furthermore, the meanings of the words were clear and accurate, and understandable in the receptor language. Thus, it can be noticed that this translation fulfilled the Skopos theory in which it determines the purpose of the translation.