

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology of the research in details to find out the answers of the research questions. This chapter consists of research questions, aims of the research, research design, object of the research, population and sample, data collection, data analysis, selected samples, and concluding remark.

#### **3.1 Research Questions**

The research was aimed to answer the following questions:

1. What kind of translation procedures were used in the translation of Sony Ericsson Live with Walkman series Startup Guide from English – Indonesian?
2. How is the quality of English – Indonesian translation in the Sony Ericsson Live with Walkman series Startup Guide?

#### **3.2 Aims of the Research**

The research was aimed to find out:

1. The translation procedures used in translating Sony Ericsson Live with Walkman series Startup Guide from English – Indonesian.
2. The English – Indonesian translating quality of the Sony Ericsson Live with Walkman series Startup Guide.

#### **3.3 Research Design**

The research employed qualitative descriptive method as the research methodology. This is because the researcher analyzed the data descriptively and the presentation of the result was in a form of explanation of words which would be supported by data presented in the form of tables. In relation to this, Suryana (2010, p.14) affirms that descriptive research is focused to make a description sistematically and accurately based on facts about a certain object.

With regard to the description above, it is indicated by Fraenkel and Wallen (2012, p.426) that a study that investigates the quality of relationships, activities, situations, or materials is frequently referred to as qualitative research. Fraenkel and Wallen (2012, p.426). This is in line with Sugiyono (2013, p.1) who states that the qualitative method is focused on a natural object. That is, the main instrument is the researcher, the data are inductive, and the result focuses on the meaning rather than generalization. In addition, Preissle (2008) defines qualitative research as “a loosely defined category of research design or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives like field notes, recording, or other transcriptions from radio – and videotapes and other written records and pictures or films” Preissle (2008).

Regarding to the explanation above, Maxwell (1996) proposed five purposes of qualitative research:

1. Understanding the meaning of the participants in the research of the events, situations, and action involved with and the accounts of their life.
2. Understanding the particular context within which the participants act and the influence that this context has on their actions.
3. Identifying unanticipated phenomena and influences, and generating new grounded theories.
4. Understanding the process by which events and actions take place.
5. Developing causal explanations.

The present research used descriptive method which involved collecting data in order to answer the questions concerning the subject of the research. According to Fraenkel and Wallen (1993, p.23), descriptive method is a method used to explain, analyze and classify something through various techniques, survey, interview, questionnaires, observation, and text. Additionally, Gay (1987) states that: “Descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the correct

status of the subject of the research. The descriptive research determines and reports the way things are.”

### **3.4 Object of the Research**

The object of the research is Sony Ericsson Live with Walkman Startup Guide.

### **3.5 Population and Sample**

#### **3.5.1 Population**

As the research was designed to analyze the translation procedures used in Sony Ericsson Live with Walkman Startup Guide released by Sony Ericsson Mobile Communication AB. In order to do so, the researcher selected some words, phrases, and sentences to be analyzed. Then the analysis would be focused on the translation procedures clarified by Newmark (1988) and Vinay & Darbelnet (2000), and the quality would be based on several translation qualities by some experts.

#### **3.5.2 Sample**

In conducting descriptive research, as suggested by Fraenkel and Wallen (1993) a researcher must at least have sample with a minimum number of 100 (Fraenkel and Wallen, 1993, p.83). The current research used 200 samples to be analyzed.

### **3.6 Data Collection**

There were some steps in collecting the data:

1. The researcher presented and listed the translation of Sony Ericsson Live with Walkman Startup Guide. In this step, the researcher counted all sentences in the manual book and then selected 200 sentences to be analyzed.
2. The researcher read and learned both the English version and the Indonesian version of the selected sentences. In this step, the researcher

analyzed the sentences in order to find out the translation procedure used in every selected sentence.

3. The researcher sought the relevant theories related to translation procedures and translation quality from some books, literatures, and internet sources.

### 3.7 Data Analysis

After the data were collected, the data were analyzed to find the answers to the research questions. Furthermore, the collected data was analyzed by using the following steps:

1. Juxtaposing the English version and Indonesian version to check the translation
2. Identifying and classifying the translation procedures according to their types, based on the theoretical foundations that are proposed by some experts, which have been mentioned in chapter two.
3. Calculating the total number and percentage of each procedure to find out the amount of each procedure based on the following formula:

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

P = Number of percentage

F = Frequency of translation procedure

N = Number of whole sample

4. Judging the quality of the translation based on some theories described in chapter two by using the same formula with the third step. This step is supported by some experts in determining the quality of translation.
5. Drawing conclusion.

### 3.8 Selected Samples

These are some samples taken from the text found in Sony Ericsson Live with Walkman Startup Guide. More samples can be found in the Appendix.

No	English	Indonesian
1	Startup guide	Panduan memulai
2	Important information	Informasi penting
3	Assembly	Pemasangan
4	To insert the SIM card and the battery	Memasang kartu SIM dan baterai
5	Press down firmly on all edges of the battery cover to make sure it gets attached tightly	Tekan dengan kuat semua tepi dari tutup baterai untuk memastikan bahwa tutup terpasang dengan kuat
6	Phone overview	Ikhtisar telepon
7	Headset connector	Konektor headset
8	Dedicated walkman key	Tombol khusus walkman
9	Proximity sensor 2	Sensor jarak 2
10	Back key	Tombol kembali
11	Microphone	Mikrofon
12	Menu key	Tombol menu
13	Light sensor	Sensor cahaya
14	Notification/battery status LED	LED pemberitahuan/status baterai
15	Stereo speaker	Speaker stereo
16	Volume key/zoom key	Tombol volume/tombol zum
17	Main camera lens	Lensa kamera utama
18	Stereo speaker	Speaker stereo
19	Turning on the phone	Mengaktifkan telepon
20	It may take a while for the phone to start up	Memerlukan waktu beberapa saat hingga telepon hidup



### 3.9 Concluding Remark

This chapter has presented the research design and procedures that are used to achieve the aims of the research. The research was focused on identifying translations procedures and the quality of translation in the selected item. After analyzing the chosen samples, the researcher made conclusions based on the discovery of the research.

