CHAPTER III

Research Methodology

This chapter discussed the methodology of the research. It is divided into: (1) Research design, (2) Technique of collecting data, and (3) Data analysis

1. Research Design

This research employs qualitative method. That is to investigate the quality of relationship, activities, situations or material. Creswell cited in Bandu (2002:62) defines qualitative study as

> An inquiry process of understanding a social or human problem based on building a complex, holistic picture, formed with words, reporting detailed reviews of informants and conducted in a natural setting.

He then explains some characteristics of qualitative approach, those are:

a. Qualitative research is descriptive. The gathered data encompasses transcript, interview, photograph, field notes, video, and other notes;

b. Qualitative research tends to analyse the data inductively. Inductive process can find the fact as covered in the data;

c. Theory is developed from the ground, called "grounded theory". This is caused by some reasons. First, there is no a priory theory which can cover multiple facts. Second, this research believes in what is seen, so that it tends to be neutral.

In relevant with the qualitative method, I investigate the data without controlling or giving any treatment to the variables. It is also in presenting the data, the analysis and its inferences. Using qualitative method does not

means that it is not allowed to use any statistic. That is why I also used tables and simple graphic in this research.

2. Techniques of collecting data

Qualitative data consist of detailed description of situations, events, people, interaction, and observed behaviours, direct quotations from people about their experience, attitude, thought, excerpt, or entire passage from documents, correspondences, recordings and so on.

In this research, I utilize some techniques of data collection as follow:

a. Studying the original version of the Nokia 6610 Owner's Guide;

b. Studying the translated version of the Nokia 6610 Owner's Guide;

c. Conducting library study;

d. Conducting survey.

3. Data Analysis

Data analysis is a very important step after the data were collected in a research. Fraenkel and Wallen (1993) state "data analysis is the process of simplifying data in order to make it comprehensible".

Data analysis is a complex process involving moving back and forth between concrete data and abstract concept, between description and interpretation. In the process of analysing, the data are gathered, collected, reduced, and to some extent, interpreted.

The aim of data analysis is to get reasonable conclusions and generalization. Analysing the data in a qualitative study involves synthesizing the information the researchers obtain, from various sources into a coherent

description of what he has observed or discovered. Data analysis relies nearly on description every then certain statistics are calculated.

In this research, the steps of data processing and data analysis are done as follows:

1. To find out about the translation method used in the translated version

   a. Each page of the translated version is placed next to the original version. The combination between the original version and the translated version is considered as a single page;

   b. Each page is analysed by focusing on the translation method. There are only two translation methods studied in this research, which are Literal translation and Idiomatic translation;

   c. Each sentence of each page is analysed to find out about the translation method used for translating that sentence. For example; the first page contains 17 sentences, of all 17 sentences in the first page, only one sentence that is translated idiomatically and the other 16 sentences are translated literally;

   d. The result is presented by using simple table.

2. To find out about the 'other translation procedures' used in translated version

   a. Since the 'other translation procedures' are only related with sentences and smaller unit of language, then I only used the "List of menu functions" and the "Contents" of the translated version to be the data source for this subject. Each page of the "List of menu functions" and the "Contents" of the translated version is placed next to the original version;

b. Each sentence and word is analysed by focusing on the 'other translation procedures';

c. Each page is analysed to find out about which 'other translation procedures' are exist or used on that page;

d. The result is presented by using simple table.

3. To find out about the translation quality of the translated version.

a. By using Larson's characteristics of a good translation as I mentioned on the previous chapter, that is

   1. Use the normal language of the receptor language;
   2. Communicate the receptor language speakers the same meaning that was understood by the speakers of the source language;
   3. Maintain the dynamics of the original source language text.

   I put Larson's characteristic in the questionnaire that I gave to 20 final year UPI English Department students;

b. I used the questionnaire as my instrument for my survey. To make the students able to give their opinion, I showed them the manual along with the questionnaire;

c. I do not make any judgement on this topic. I am just reporting about the survey result that I obtained after I conducted a survey to find out about the students' opinion about the translation quality of the manual;

d. The survey result is presented by using simple table and graphic.

4. Clarification of the key terms

To avoid misinterpretation, I classified the terms below:

Analysis	The study of the translation method, other translation procedures and the translation quality of the Nokia 6610 Owner's Guide.
Manual	A book or writing that tells or instruct someone about how to do or operate something (Nokia use the term 'Owner's Guide')
Translation method	The method used in translating the whole text in the Nokia 6610 Owner's Guide from English-Indonesia.
Other translation procedures	The procedures used for translating certain sentences or smaller unit of language in the Nokia 6610 Owner's Guide from English-Indonesia.
Translation quality	The English-Indonesia translation quality of the Nokia 6610 Owner's Guide.
Original version	The English version of the Nokia 6610 Owner's Guide
Translated version	The Indonesian version of the Nokia 6610 Owner's Guide