

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1. The Subject of the Research

The subjects of this research are the original version of the book entitled “Rich Dad Poor Dad” published by Warner Book in 2001, and its Indonesian version “Rich Dad Poor Dad” translated by J. Dwi Helly Purnomo, published in 2002 by Gramedia Pustaka Utama.

“Rich Dad Poor Dad” is a bestseller book in America and also in other countries especially in Indonesia. Since this book is popular and gets special appreciation for many Indonesians, the book was printed for several times namely; the second printing on November 2000, third printing on February 2001, fourth printing on March 2001, fifth printing on May 2001, sixth printing on June 2001, seventh printing on September 2001, eighth printing on October 2001, ninth printing on January 2002. It consists of 10 chapters, 266 pages and is about 31,920 words.

Mostly, the book talks about and focuses on financial education. Based on his true story, Robert told us about his two dads, he called them rich dad and poor dad. His two dads influence his life when he was a child. He was born and raised in Hawaii, Robert is a fourth-generation Japanese American. He comes from a prominent family of educators. His real father was a head of education for the state of Hawaii and another one was not

high-formally educated people but financially literate. Both two fathers gave him advice about money. Unfortunately, the advices were not similar and took him confuse enough because of his two fathers was great in his eyes.

Retiring at age 47, Robert does what he enjoys, mostly in investment. Concerned about the growing gap between the haves and the haves not, Robert created the board game CASHFLOW, which teaches the game of money.

Although Robert's business is real estate and developing small cap companies, his true love and passion is teaching. He has been sharing the speaking stage with such great people as Og manindo, Zig Ziglar, and Antony Robins. He said, " the main reason people struggle financially is because they spent years in school but learned nothing about money, the result is, people learn to work for money...but never learn have money work for them,"

*([www.richdad.com](http://www.richdad.com))*

### **3.2. Research Method**

The method used in this research is the descriptive qualitative study. According to Fraenkel and Wallen (1999:23) descriptive method is a method used to explain, analyze, and classify something through various techniques, survey, interview, questionnaires, and test.

In addition, one aim of the qualitative researcher is to extract the meanings of the phenomena. According to Maxwell (1996), there are five purposes of qualitative research, they are:

1. Understanding the meaning, for participants in the study, of the events, situations, and actions they are involved with and of the accounts that they give of their lives and experiences.
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 about the latter.
4. Understanding the process by which events and actions take place.
5. Developing causal explanations.

The researcher believes that descriptive methods is appropriate for this study because the goal of this research is systematically, factually, and accurately describes or illustrates the fact, characteristics and relationship of the researched elements.

This research is also a case study research since the researcher tried to find out translation procedures used in translating economic terms of the book and to know the translation quality of the book as well.

According to Merriam as quoted by Bandu (2000:60), case study is an examination of specific phenomenon such as program, an event, a person, a process, institution or social group. Thus, the subject of study,

translated version of the book entitled *Rich Dad Poor dad* is the specific phenomenon to be examined here.

### **3.3. The Aims of the Research**

This research was aimed at answering the research questions that have been mentioned in Chapter 1, as follows:

1. What procedures are used in translating economic terms of the book entitled *Rich Dad Poor Dad*?
2. What is the translation quality of the book entitled *Rich Dad Poor Dad*?

This research is expected to contribute beneficial result for English language learners and trainee translators in translating English texts into Indonesian.

### **3.4. Population and Samples**

Population is the whole Indonesian translated version of the book *Rich dad Poor Dad*. The sampling population of this research is taken from some representative economic terms of all chapters in the book *Rich Dad Poor Dad*,

1. From the whole economic terms, there will be 100 items of representative samples to be analyzed and the researcher in order to find out the translation procedures. According to Fraenkel

and wallen (1993:97), a descriptive study must at least have samples with a minimum number of 100. "A recommended minimum number of subjects is 100 for a descriptive study, 50 for a correlative study, and 30 in each group for experimental and causal-comparative study"). To reach 100 representatives samples in the book, the researcher conducted a way that is purposive sampling. The researchers use personal judgment to select a sample. Researchers assume that they can use their knowledge of the population to claim a particular sample whether or no to be representative sample Fraenkel and Wallen (1993:87).

2. And to find out whether the book is natural, the researcher makes questionnaires which were distributed to reviewers. The reviewers are UPI students and a teacher with different study background, the reviewers are mostly from economic department and the rest are from Indonesian and physics department. Furthermore, the reviewers were asked to make comments and suggestions of the book whether it is natural or unnatural based on three criteria of good translation proposed by Larson (1984).

### **3.5. Data Collection**

In conducting the research, the researcher classifies the techniques that are utilized to obtain the data, as follows:

The data will be collected as the following steps:

1. Read the book both the original and the translated version
2. Classified the economic terms
3. Compared those economic terms and their translations.
4. Distributed the questionnaires
5. Collected all the data of questionnaires
6. Afterwards, the documents were analyzed to gain some findings and results.

### **3.6. Research Procedures**

The researcher analyzes and collects the data by doing some research procedures as follows:

1. The researcher read both original and translated version of "Rich Dad Poor Dad" book.
2. The researcher selected economic terms found out in book from chapter one up to chapter ten
3. The researcher extracted each translation of the selected economic terms and places them to each line of the original in a transcript
4. The researcher analyzed and identifies the procedures in translating the economic terms used in all chapters.
5. The researcher made the formulation of questionnaires and gave them to respondents for taking their opinions about the translation quality

6. The researcher collected and gathered the data of questionnaires
7. The researcher Identified and classified the data of questionnaires
8. The researcher analyzed and interpreted all the data both economic terms and questionnaires
9. The researcher drew conclusion based on data