

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter describes the methodology of the study which supports the thinking procedure in taking every decision made for the attempt to fulfill the objectives of the study.

#### 3.1 Research Design

The writer used a qualitative method in analyzing the data which is related to the purpose of the study: to define, to classify and to describe the cultural words translation. Stated by Fraenkell and Wallen (1993, p. 380) “Qualitative research is a research study that investigates the quality of relationships, activities, situations or materials”. In addition, Moleong (1988, p. 25) stated that “The aim and function of qualitative research is to find theories which all of them are derived from the data”.

Meriam, as cited in Nunan (1992), added that case studies are particularistic, descriptive, and heuristic and rely heavily on inductive reasoning in handling multiple data sources. In addition, case study is a unit of analysis that focuses on a single entity that exists in natural environment (Johnson, 1992, p. 76). He further added that the purpose of case study is,

...to describe the case in its context. Guided by a research question, a researcher studies the case and those aspects of the environment that pertain to that case that shed a light on the research question. (p.76)

This research was a case study because it dealt with cultural words in the novel written by Meyer entitled *Twilight* as a single phenomenon or knowledge which was analyzed and described. Because of that, the finding of the study can only be generalized on a specific limit. This kind of research, as Travers (2001) suggests, is a type of a case study.

There were some procedures that used in analyzing the data. First was identification of the phenomenon to be studied. It was elaborated in the research questions and formulated as “An Analysis of Translation of Cultural Words in Meyer’s Novel *Twilight*”. Second was identification of the participants in the study. It was explained in the sample and population section in a more detail way. Third was data collection. To collect the data the writer read and compared the document were conducted to find out the intended results and findings. The fourth procedure was data analysis. It was focused on the translation of the cultural words analysis to interpret the data. And the last was drawing conclusions.

### **3.2 Techniques of Collecting the Data**

The writer used a document analysis in collecting the data. The document was the novel entitled *Twilight* published by Little Brown and Company in 2005 and its translation version. *Twilight* was translated by Lily Devita Sari and published by *PT Gramedia Pustaka Utama* in 2008. Some tools (i.e., dictionaries and textbooks) have been used in analyzing the data. To collect the data, the writer read the novel both the original and the translation version. After reading

those books, the following steps were classifying, comparing and analyzing the documents to reach some findings and results.

### **3.3 Population and Sample**

The population of the study was all the cultural words found in the Stephenie Meyer's novel *Twilight* and its translation version *Twilight*. The original version was published by Little Brown and Company in 2005 and it is one of the International Best Seller. It consists of 24 chapters and the total length is 276 pages. Meanwhile the translation version in Indonesia was published by *PT Gramedia Pustaka Utama* in 2008. It consists of 24 chapters same with the original and the total length is 518 pages, it is longer than the original version.

Here, not all the population was analyzed. To select the representative samples, a sampling method was used. The writer used the Purposive Sampling Method in this study. In doing the sampling method the writer collected the population from the novel. The population was the cultural words which range in various kinds. They were numbered and were placed side by side with their translations.

From all the cultural words that were found in the novel, 100 selected items have been selected to be analyzed as the representative samples. The analysis was conducted by using a purposive sampling method. As stated by Fraenkell and Wallen (1993, p. 37) that "A recommended minimum of subject is 100 for a descriptive study, 50 for a correlational study and 30 in each group for experimental and causal-comparative study".

### **3.4 Techniques of Analyzing the Data**

The data in this study were analyzed through some steps. The first step was classifying the cultural words in the novel into categories of cultural words proposed by Newmark. And then found out the translation in Indonesian version and determining what procedures were used by the translator in translating the cultural words based on translation procedures proposed by Newmark. Last concluded the finding based on the data.

### **3.5 Research Procedure**

This study focuses on the analysis of cultural words translation in Stephenie Meyer's novel *Twilight*. To identify the phenomena related to the translation field, the writer analyzed cultural words contains in the novel and its translation version. This novel was translated into Indonesian by Lily Devita Sari and published by *PT Gramedia Pustaka Utama* in 2008.

Data collection was done by reading the document several times, collecting and studying some supporting theories which are related to the study such as books, references, browsing through internet, articles and other reliable sources. After the data were collected, 100 selected samples as representative data were taken to be analyzed by using purposive sampling method.

The analysis was conducted by focusing on the translation of the cultural words to find out what kinds of cultural words are used in the novel, and what kinds of procedures are used by the translator in translating the cultural words.

After analyzing the data, the writer drew conclusions from what she had observed and discovered throughout the study.

