

CHAPTER III

RESEARCH METHODOLOGY

This chapter focuses on the methodology used in the research to investigate the issue raised in the research questions. It consists of Research Method, Research Questions, Aims of the Study, Scope of the Study, Subject of the Research, Techniques of Collecting Data and Techniques of Analyzing Data.

3.1 Research Questions

This study was conducted to answer the following questions:

1. What marketing terms in noun phrases form are found in the textbook “*Marketing Management 13th Edition*” by Philip Kotler with Kevin Lane Keller?
2. What translation procedures are used by the translator to translate the marketing terms in noun phrase?
3. How is the translation quality of marketing terms in noun phrase found in the textbook entitled “*Marketing Management 13th Edition*”?

3.2 The Aims of the Study

The aims of this study are:

1. To find out the marketing terms in noun phrases form found in the textbook.

2. To find out the translation procedures used by the translator in translating marketing terms in noun phrase found in the textbook entitled "*Marketing Management 13th Edition*".
3. To find out the translations quality of marketing terms in noun phrase found in the textbook entitled "*Marketing Management 13th Edition*".

3.3 Scope of the Study

The scope of this study is limited on translation procedures of certain marketing terms and the translation quality of marketing terms used in translating the textbook entitled *Marketing Management 13th Edition* written by Philip Kotler with Kevin Lane Keller and its Indonesian version translated by Bob Sabran MM.

3.4 Research Method

In conducting the research, the researcher employed a descriptive qualitative method. This method is applied in order to discover, identify, analyze and describe the translation procedures used by the translator in translating the marketing terms in the structure of noun phrases in textbook.

Based on Fraenkel and Wallen (1993, p. 380) "qualitative research is a research study that investigates the quality of relationship, activities, situations, or materials". Meanwhile, Moleong (2000, p. 6) argues that qualitative research is descriptive. The data collection is in the forms of words of pictures rather than numbers. Thus, qualitative approach is considered as a relevant method since the data of this study is in the form of words.

According to Maxwell (1996, p. 17), there are five purposes of qualitative research, they are:

1. Understanding the meaning, of the participants in the study of the events, situations, and actions involved with and the accounts of their life 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.
4. Understanding the process by which events and actions take place.
5. Developing causal explanations.

Also, this research used descriptive method as a method of research that involved collecting data in order to answer the questions concerning the object of the study. When we are using descriptive method, we are allowed to describe, analyze, categorize, and interpret the data. 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. The purpose of descriptive research is to describe current condition without them being influenced by the investigator. As an addition, Gay L.R (1987) stated 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 study. The descriptive study determines and reports the way things are. (p. 139)

In the present research, the researcher identified and classified the marketing terms in the form of noun phrases and also focused on the translation

procedures used by the translator in translating the marketing terms in the form of noun phrases in textbook.

3.5 The Data Resource

The textbook entitled *Marketing Management 13th Edition* (2009), both English and Indonesian was chosen as the resource of data in this research. It was written by Philip Kotler with Kevin Lane Keller which has been translated by Bob Sabran MM into Indonesian and its translation right has been legitimized in April 30, 2008. The researcher then analyzed the textbook in order to find the marketing terms and the translation procedures used in translating those terms by using the translation procedures of Newmark's theories (1988). The translation analysis revealed that there were 150 marketing terms which can be categorized into noun phrases form.

The researcher also takes three respondents in this research including her (researcher). Since the researcher did not have many experiences in judging the translation quality of marketing terms, the researcher asked two of her colleagues to participate in judging the translation quality of marketing terms in Indonesian version. The two of them are majoring in English Literature in Indonesia University of Education. They are chosen because of some criteria such as, first having a good knowledge in English, second having experience in analyzing and judging the quality of translation and the last, having sufficient knowledge about marketing terms. So that the researcher thinks the judgment will be acceptable and fair enough. The researcher used three respondents as reviewers because if there is a difference result between the first and the second reviewer, the third reviewer

will be the final point to make a conclusion. By using questionnaires method, the researcher gave several questions about the accuracy, clarity and naturalness of the translation based on Larson's (1984) criteria of judgment in order to know the quality of marketing terms translations in textbook.

3.6 Techniques of Collecting Data

The main data of the study was all the marketing terms found in the textbook entitled "*Marketing Management 13th Edition*" and its translation version "*Manajemen Pemasaran Edisi ke 13*". This book was published by Pearson Education in 2009 and it is one of international best seller book in the United States. The book has been translated into 26 languages included Indonesian. The original book consists of 22 chapters and the total length is 662 pages. Meanwhile, the translation of the book in Indonesian is made into 2 books which first book consists of 1-11 chapters containing 346 pages and of 12-22 chapters containing 344 pages respectively.

This study employed simple random sampling. Fraenkel & Wallen (1990, p. 66) stated that "a simple random sample is one in which each and every member of the population has an equal and independence chance of being selected". In addition Arikunto (1998, p. 5) asserted that "simple random sampling is a technique that jumbles subjects in a population in order to give an equal chance to each subject to be chosen as the sample".

In order to have a representative data, the researcher randomly selected 6 chapters out of 22 chapters in the textbook. The data were taken from chapter 1

and odd of chapter numbers (1, 3, 5, 7, 9, and 11). Some of marketing terms found in the 6 selected chapters were treated as the sample of the study for further analysis.

The researcher also gives the questioner which is related to the translation quality of marketing terms to three respondents including the researcher, because the researcher doesn't have many experience in judging the translation quality, the researcher asked two of her colleagues to participate in judging the translation quality of marketing terms in Indonesian version. The two of them are majoring in English Literature in Indonesia University of Education. They were chosen because of some qualification such as, having a good knowledge in English, having experience in analyzing and judging the quality of translation and having sufficient knowledge about marketing terms. The quality of the translation is measured by the level of accuracy, clarity and naturalness (Larson, 1984, p. 485) and also four criteria proposed by Barnwell (1996, p. 54). So that, the third research question in this research study can be answered whether the translation quality of marketing terms is bad, fair, good or excellent.

3.7 Techniques of Analyzing Data

To answer the research problem of the study, the researcher used textual analysis by making three steps to simplify the analysis of the data obtained including discovering the marketing terms, identifying the translation procedures and finding the quality of its translation. These steps are presented more clearly as follow:

- 1) Step 1: Discovering the marketing terms;
 - a. Reading both English and Indonesian version of “*Marketing Management 13th Edition*” repeatedly.
 - b. Collecting all the marketing terms of selected chapters of English version and Indonesian version.
- 2) Step 2: Identifying the translation procedures;
 - a. Categorizing all the marketing terms noun phrases on its translation procedures applied by translator by using the procedures of translation based on Newmark’s theory.
 - b. Identifying and interpreting the data to find the translation procedures applied by the translator by using the procedures of translation and supported by theories from some proper reference books, dictionary, articles and journal taken from the internet.
 - c. Determining the percentages by presenting all numeric data as a simple scaling for translation procedures by using this formula:

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

P = Percentage

F = Frequency of translation procedures

N = Overall number of translation

After determining the percentage, the most dominant procedure in each classification would be found.

3) Step 3: finding the quality of translation;

- a. Giving questionnaires related to the translation quality of the marketing terms in the textbook to two respondents who have some criteria such as such as, having a good knowledge in English, having experience in analyzing and judging the quality of translation and having sufficient knowledge about marketing terms. The researcher also fills the questioner in order that if there is a difference result between the first and the second reviewer, the third reviewer will be the final point to make a conclusion. The quality of the translation is measured by the level of accuracy, clarity and naturalness (Larson, 1984, p. 485) by four criteria proposed by Barnwell (1996, p. 54), which are bad (if the terms are not translated correctly, cannot be understood by the TL reader, and not sound natural in target language), fair (if the meaning of the translation is correct but cannot be understood by the TL reader, and not sound natural in target language), good (if the meaning of translation is correct, can be understood by the TL reader, and not sound natural in target language), and excellent (if the meaning of translation is rendered completely and correctly, can be understood, easy to be read by the TL reader and sound natural in target language).

- b. Calculating the result of questionnaires and presenting it in a form of diagram to see how is the translation quality of marketing terms in the textbook.
- c. Reporting and discussing the findings in a descriptive narrative in form of research paper.
- d. Making conclusions based on the findings and discussions of the present study.

