

CHAPTER III

RESEARCH METHODOLOGY

The previous chapter of this study has described the theories that underpin the study. In this chapter the methodology of the study will be described which supports the thinking procedure in taking every decision made for the attempt to achieve the objectives of the study. It covers four sections: research question, the aim of the study, research design, and research procedure. The procedural details of this chapter will be provided in chapter four.

3.1 Research Questions

This research attempted to address the following research questions:

1. What kinds of cultural words are commonly found and translated in Suryatini N. Ganie's recipe book entitled "Not Only Nasi Goreng"?
2. What procedures of translation are used by the translator in Suryatini N. Ganie's recipe book entitled "Not Only Nasi Goreng"?

3.2 Aims of the Study

Aims of this study are:

1. To find out the kinds of cultural words found in Suryatini N. Ganie's recipe book entitled "Not Only Nasi Goreng"
2. To find out the procedures of translation in translating cultural words in the Suryatini N. Ganie's recipe book entitled "Not Only Nasi Goreng".

3.3 Research Design

This research employed a qualitative research design embracing the characteristics of a case study which is framed within a textual analysis approach. As stated by Stake (1985), case study was carried out in “a small scale, a single case” (as cited in Emilia, 2008: 191). In addition, Johnson (1992:76) says that “Case study is a unit of analysis that focuses on a single entity”. He further adds that the purpose of case study is to describe the case in its context. Guided by a research question, a researcher studies the case that pertains to that case that shed a light on the question.

Based on the explanation from Stake (1985) and Johnson (1992:76), case study is considered to be relevant to this study since it dealt with cultural words in the recipe book written by Suryatini N. Ganie entitled *Not Only Nasi Goreng* as a single case which was analyzed and described. Therefore, the finding of the study can only be generalized on a specific limit which used textual analysis. This kind of research, as Travers (2001) cited in Emilia (2008:191) suggests, is another method of qualitative case study.

3.4 Research Procedure

This study focused on the analysis of cultural words translation in the recipe book entitled “Not Only Nasi Goreng” written by Suryatini. N. Ganie. Both the original and translated version was published by PT Gramedia Pustaka Utama in 2009 and it consists of 71 recipes. This book was chosen as the object of the research because in the recipe book contains a great quantity of cultural words. In doing this research, the steps were as follows:

1. The researcher read several times both the original and translated version of the recipe book entitled “Not Only Nasi Goreng”.
2. The researcher identified the cultural words in the recipe book as suggested by Newmark (1988:95). Afterwards, each term was categorized into cultural categories adapted from Newmark and other experts, including Robinson (1985:18), Tomalin and Stempleski (1996). The cultural words are ecology, material culture, social culture, social organization, gestures and habits.
3. Each term was analyzed based on Newmark’s translation procedures (1988) which was supported by several experts, they are Graedler (2000:3), Harvey (2000:2-6), Vinay and Darlbenet (2000: 84), Jakobson (as cited in Leonardi, 2000), and Sarcevic (as cited in Ordudari, 2008). The translation procedures are literal, transference, naturalization, cultural equivalent, functional equivalent, descriptive equivalent, through translation, transpositions, couplets, and notes.
4. Calculating the whole terms that were found in the recipe book and the translation procedures of each category in order to see what kinds of cultural terms commonly found in the recipe book and what kinds of translation procedures were applied by the translator particularly in translating Indonesian cultural terms into English. To calculate the data, the writer used the formula of percentage described below:

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

P= the percentage of translation cultural or procedure category

F= frequency of occurrence of translation cultural or procedure category

N= the total number of cultural terms

5. The results of the calculations were put on tables and charts (as shown in chapter four) which consist of the number of cultural terms commonly found in the recipe book and also the number of translation procedure applied in each category to make the result more clearly.
6. Data were interpreted based on the theories from some proper reference books, articles, and journals taken from the internet as discussed in chapter two.

3.5 Conclusion of Chapter Three

This chapter has presented the research question, the aim of the study, research design and procedures that are used to achieve the purposes of the study. The analysis was conducted by focusing on the translation of cultural word to find out the types of cultural words that commonly found in the recipe book and the way the cultural words are translated based on the analysis supported by theories. After analyzing the samples, the writer drew conclusions which included the answers of the research questions from what the writer had observed and discovered throughout the research that will be describe in the next chapter.