

## CHAPTER III METHODOLOGY

This chapter presents the research methodology which consists of research design, the samples, the instrument, research procedures, data analysis and conclusion.

### 3.1. Research Design

This study employed descriptive qualitative design. This design was applied in order to obtain detailed information about a phenomenon and describe or discovered what was going on with it without influencing it.

In line with the above theories, the study was concerned with investigating the strategies applied by the translator in the skopos theory perspective in translating the bilingual (Indonesian-English) children storybooks and identifying whether or not the meaning in the bilingual children storybooks were successfully transferred.

### 3.2. Total Sample

The total sample consists of a series of bilingual children storybooks (Indonesian-English) entitled: *Kura-kura dan Katak* in appendix 1, *Monyet dan Pangeran* in appendix 2, *Tikus dan Burung Hantu* in appendix 3, and *Kancil Jadi Raja* in appendix 4 published by Dinar Media, Jakarta. The genre of the storybooks was fable. The series consist of four books with one story for each book. All the texts consist of 185 sentences.

### 3.3. Instrument

In qualitative research, the role of the researcher as the primary data collection instrument was crucial. In this research, the instrument was the writer herself as the translation critics.

### **3.4. Research Procedures**

In this study, the research was conducted at the beginning of September 2011 to early December 2011. It applied the documents analysis procedure which reading every sentences of the bilingual children storybooks (Indonesian-English) and took some notes was an obligation. To analyse what types of strategies applied by the translator, the writer analysed the text based on Micro Structural analysis, because this analysis was at sentence level. This procedure was conducted because all the texts were the data and it was expected to obtain optimum results in the analysis of the translation strategies.

### **3.5. Data Analysis**

After collecting the data, the next phase was to identify the strategies applied by the translator using the Microstructural analysis. It compared both the ST (Source Text) and TT (Target Text) in two different parts. Afterwards, from the comparison, the strategies can be identified by the identification of the selection of words from the ST to TT and the sentence's form in from the ST to TT. Related to the meaning in the bilingual children storybooks, if both ST and TT had the same meaning, thus it can be defined that the meaning was successfully transferred.

As an addition, it would be important to identify whether or not the bilingual children storybooks were considered as a good translated children storybook according to Tiina Puurtinen in Hornby, Pochhacker, Kaindl (1994) in Shadrah (2010: 43), the criteria

are dynamic style (simple syntactic constructions with finite verbs are preferable), readability and speakability.

### 3.6. Conclusion

From the translation strategies presented by Newmark which have eighteen (18) strategies, the translator applied fourteen (14) strategies which in line with Skopos theory, among others: Descriptive Equivalent, Cultural Equivalent, Transposition, Modulation, Synonymy, Reduction, Expansion, Paraphrase, Couplets, Triplets, Quadraplets, Synonymy, Recognised translation and Notes.

