

CHAPTER III

RESEARCH METHODOLOGY

This chapter will explain about the method of the research. This chapter also describes all about the way this research was conducted which consist of research design, description of data sources, and the procedure of analyze data.

3.1 Formulation of Problems

The researcher formulates the problems into three questions which have been mentioned in chapter one.

Firstly the questions are formulated to identify the translation methods in translating the texts and technical terms from some books entitled entitled “*Management Accounting*” written by ICWAI (Institute of Cost and Works Accountants of India), “*Full Cost Accounting*” written by Noellette Conway, “*Manajemen Proyek dari Konseptual Sampai Operasional*” written by Soeharto, and “*Risk Management*” written by Crouhy *et al.*

Secondly the the questions are managed to analyze the difficulties of both groups of participants by comparing the translated texts of both groups. Thirdly the questions are aimed at comparing participants to know which texts will be more understandable by readers and closer to the meaning of original text in translating the text

3.2 Research Methods

The research used a case study to investigate management students' and English students' strategies in translating management texts and difficulties that might be faced.

According to Adelman et al. in Bassey (1999: 23) give some of the '*possible advantages of case study*'. One of the advantages tells that in case study something of the discrepancies or conflicts between the viewpoints held by participants can be represented (Adelman *et al.* In Bassey 1999: 23).

Meanwhile, Creswell and Clark (2007: 29) described elements of qualitative research as:

1. **Process of research**

Understand meaning individuals give to a phenomenon inductively

2. **How literature is used**

- Minor role
- Justifies problem

3. **How intent is focused**

- Ask open-ended questions
- Understand the complexity of a single idea (or phenomenon)

4. **How data are collected**

- Words and images
- From a few participants at a few research sites
- Studying participants at their location

5. How data are analyzed

- Text or image analysis
- Themes
- Larger patterns or generalization

6. Role of the researcher

- Identifies personal stance
- Reports bias

7. How data are validated

- Using validity procedures that rely on the participants, the researcher, or the reader

(Creswell and Clark 2007: 29)

Based on explanations above the research applied qualitative research and descriptive method. The research applied qualitative research considering some aspects and the characteristics of the case study that deals with an issue of the translation.

In addition, Fraenkel also stated that:

Descriptive method is the method that can be used for describing the character, fact, problem, situation and issues in the text. Besides, it is said that qualitative research is the research studies which are used to investigate the quality of relationships, activities, situations, or materials. (Fraenkel 1993: 380)

The data of this study were gained through several ways for example comparing two groups' translated text and words, questionnaires which have been got by asking several people from different faculties or places, and interview.

3.3 Participants

In doing this research, the researcher chooses two groups of participants. The participants are chosen by looking at the faculty and skills that may be appropriate with the aims of the research.

The participants of this research are three students from English department and three students from management department. They are selected purposively for the research because the students of English department had been familiar with the principle of translating and usually make translating as their side job, while the other participants who are management students had been majoring management case study.

3.4 Data Sources

The researcher uses some sources that might include some words related to management case study. The main source of the data used in this study is the translation entitled "*Management Accounting*" written by ICWAI (Institute of Cost and Works Accountants of India), the group of words collected from two books entitled "*Full Cost Accounting*" written by Noellette Conway, "*Manajemen Proyek dari Konseptual Sampai Operasional*" written by Soeharto, and "*Risk Management*" written by Crouhy *et al.* The texts are chosen because it contains many words which are related to management case study.

3.5 Clarification of Terms

1. According to Newmark (1988) translation is a rendering process of a text meaning into another language in the way that the author intended the text (Newmark :1988). This theory is also suggested by Bolinger as cited in Kuhiwczak (2007:62).
2. Newmark (1988) and Bell (1991:7) explain that a translator attempts to translate a text or words from the sender. Some choices will be faced by a translator continually, for example when he must translate the words denoting quality, the words of the mental words of the mental world (adjectives, adverbs, adjectival nouns, etc).
3. Translation procedure is basically arranged to the way which is used in translating the text by the translator (Newmark: 1988).
4. Translation method is the way in translating the text which also used by the translator (Newmark: 1988).
5. The different between translation method and translation procedure is in the range of each way (Newmark, 1988: 81). It is stated that the whole text will be translated by using a translation method, while smaller units will be translated by using a translation procedure (Newmark: 1988).

3.6 Data Collecting Procedure

The data that have been taken in this research are qualitative data; hence the description of data was carried out by interpreting its subject matter (Denzin and Lincoln in Neegard and Ulhøi: 2007).

The data are gathered through the result of translating a collection of management text and words in English language, and a collection of management words in Indonesian language worked by the participants. The data are also gathered through an interview to identify the difficulties faced by the participants. In this part, the researcher gives some questions to the participants about their difficulties in translating process.

The data are also gathered through some questionnaires which is given to the readers to compare the satisfaction of the readers looking at the translated texts.

3.7 Data Analysis

After collecting the data, the researcher analyzes data as the followings:

1. Questionnaire

There are some ways in gathering data. Firstly, the way of each participant in translating the texts will be analyzed by looking at the result of translation method test.

Secondly, in identifying the difficulties of the participants the interview result will be analyzed. Then the participants' translation methods will be analyzed after looking at their result texts.

Finally, the participants' translated texts will be analyzed by asking some readers to fill the questionnaire. It is chosen because it can help the researcher to compare and identify whether their translated texts are acceptable (understandable) or not by using accuracy, naturalness and clarity

tests. This also can help the researcher to identify the satisfaction of readers or clients.

2. Interview

In this way, two activities are done in gathering the data. The activities are:

- a. Asking the participants about the difficulties of translating the text.
- b. Combining the data analyzed through questionnaires which then lead to the findings and discussion.

