CHAPTER III

RESEARCH METHODOLOGY

This chapter elaborates the methodology of the research. It consists of four things to present, which are the method of the research, the subject of the research, population and sample, and the last is data analysis of the research.

3.1. The Method of the Research

This research employed a descriptive method in accordance with the field of the research. This method was considered to be relevant to this research since its results were not presented in numbers but in form of writing and giving interpretation to the results descriptively (Frankel and Wallen, 1993:38; Arikunto, 2002:40).

3.2. The Subject of the Research

The subject of this research are the original version of the novel *Memoirs of Geisha* by Arthur Golden, published in 1997 by *Vintage Books*, New York, and its Indonesian version novel *Memoar Seorang Geisha* translated by Listiana Srisanti, published in 2002 by *Gramedia Pustaka Utama*, Jakarta.

There are some reasons for the researcher to choose the novel as the subject of the research. This novel, which consists of 503 pages with 35 chapters in original version and 490 pages with 35 chapters in translated version, had become worldwide best-seller and had been translated into many languages. In

Indonesia, the novel had been printed ten times. This novel of *geisha*'s community had made American public fascinated and view Japan with different color and charm. Moreover, according to the comment of *Kirkus Review*, the novel had become the best-seller nationally in America. Moreover, the movie itself had been a success in Hollywood film industry in 2005.

Arthur Golden himself nowadays is considered to be one of the successful authors in America. According to Ahmad (www.suaramerdeka.com), none can understand the soul of a *geisha* better than Golden's. He describes perfectly how to be a *geisha* since the beginning from choosing the *geisha*'s talent, the training, until the debut of being *geisha*. He took the first person view, which is subjective, obvious, and brilliant.

3.3. Population and Samples

3.3.1. Population

The population of the research is all of the cultural words contained in the *Memoirs of a Geisha* novel and its translated version *Memoar Seorang Geisha*. As a result, there are found 1897 cultural words in the novel.

3.3.2. Samples

Not all the population was analyzed. To select the representative samples, a sampling method was used. The writer used random and purposive sampling method in this research. The following steps were taken as the sampling process:

(1) Collecting the representative population from the novel

(2) Numbering all of the cultural words population that range in various kinds of categories from number 1 until number 1897.

(3) Selecting all of the samples by using the table of random numbers

(4) Selecting another 50 selected items by using purposive sampling, since there were repeated items. In this method, the researcher conducted the research by using personal judgment to select samples. "Researcher assumes that they can use their knowledge on the population to claim a particular sample whether or not to be representative" (Fraenkell and Wallen, 1993: 87).

3.4. Data analysis

Data collected by using descriptive method were taken from the novel *Memoirs of a Geisha* in English version and another one in Indonesian version. The first step to collect the data started by Studying both the original and translated version in *Memoirs of a Geisha* novel by close reading. The second was identifying cultural words contained in *Memoirs of a Geisha* novel as proposed by Newmark (1988). Followed by numbering the sentence contained cultural words in the novel from number one until the last, this is called population. The next step was selecting 100 cultural words randomly from all of the population. As stated by Fraenkell and Wallen (1993: 97) that "A recommended minimum number is 100 for descriptive study, 50 for correlative study, and 30 in each group for experimental and causal-comparative study." Thus, the researcher decided to take at least 100 cultural words that analyzed based on cultural categories proposed by

Newmark (1988: 95). And since the selected cultural items were repeteadly choosen, then the researcher decided to add it by using purposive sampling (Fraenkell and Wallen, 1993: 87). Then the researcher classified and analyzed the cultural word based on Newmark's categories (1988: 95). Moreover, those words then ware analyzed based on Newmark's procedures of translation theories (1988) by using descriptive method. The last was discussing data results to find out how the cultural words in the English novel entitled *Memoirs of a Geisha* were classified into cultural categories and what the procedures were used by the translator based on Newmark's theory (1988).