

## **CHAPTER III RESEARCH METHODOLOGY**

This chapter discusses about research design, data of the study, data collection techniques and data analysis.

### **3.1 Research Design**

The study is classified as a qualitative research. A qualitative research is a kind of research that does not employ statistical procedures or other means of qualifications to arrive at the A qualitative research is naturalistic because the actual setting becomes a source of data and the researcher is the key instrument. Data of evidences are not used in order to prove or disapprove hypothesis established previously as that of quantitative research; yet, the abstraction are built and grouped together and are later given conceptual labels instead.

Related to the purpose of the study, that was to describe translation strategies which focus on Indonesian text into English text, the research design employed in the study belongs to a descriptive methodology

### **3.2 Data of the Study**

Data are particulars that form the basis of analysis. Related to the research design above, this research is a descriptive study which is designed to obtain information concerning a particular issue and then described; and based on

descriptive qualitative, the data of translating strategies in this study were in the form of word not numbers.

### **3.3 Data Collection Techniques**

In accordance with the design of this qualitative study, the main instrument of the data collection was the researcher. The data was collected by observing some kinds of noodle; not all of noodle were imported by other countries, it meant that not all of noodle producer put two or more variation of text on the package of noodle (variation here were meant as text in Indonesian version and English version or other language).

When researcher found some kind of noodle which had two or more version of text on package of the noodle, researcher had to analyze the text. Researcher had to choose noodle, which had different way to translate the Indonesian version into English version in order that researcher could compare the strategy which was done between a translator of the text on noodle package which was trusted by producer and other translators from others factories.

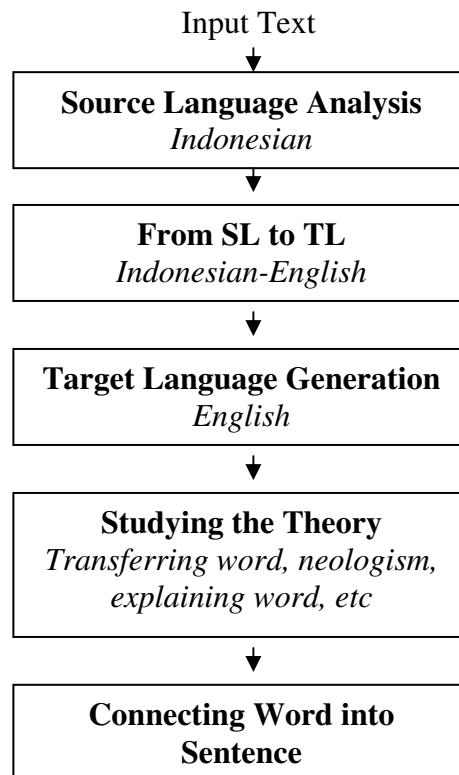
When researcher got some suitable kind of noodle (noodle marks that have suitable characteristic of texts) or the data was gotten, researcher analyzed the text. The way to analyze the data will be explained more in *data analysis* below.

For education side, researcher tried to create new innovation by making some lesson plan by using text on package of instant noodle which are able to be used in teaching vocabulary and speaking lesson.

### 3.4 Data Analysis

#### 3.4.1 Data Analysis of Translation Strategy

The collected was analyzed by the following procedures:



#### The schema explanation:

“*Input Text*” in the schema was some kind of texts (data) which analyzed. When researcher got the suitable texts, the researcher tried to analyze the text to get different word or different diction which was chosen by translator to translate the Indonesian text into English version; the way was called source language analysis. The list of the word which was analyzed more was written completely in chapter four.

The meaning of “*from SL (Indonesian) to TL (English)*” in the schema above is researcher look up Indonesian-English dictionary to know about how to call the words (list of Indonesian words) in English. In this section, researcher used a popular dictionary which was written by John M. Echols and Hassan Shadily.

While for the meaning of “*Target language generation*” in the schema above is researcher look up oxford dictionary to know about the real meaning of the word (it is more about checking).

After checked the way to call each words in Indonesian version and in English version, researcher confirmed both words (Indonesian and English version) to translation theories. Researcher tried to find about what translation strategy which had been used by translator to translate the word. This section was called *Studying the Theory*.

When the researcher knew about what strategy which was used by translator, the researcher connected the word to the sentence; it was aimed to know about were the translators taking the right translation theory or not, because if translator chose wrong theory, it would influent the choosing diction or even it could make the sentence run out. This part would be done if the text was a sentence or in the other hand, it was not a linking word; and this section was called **Connecting Word into Sentence**.