

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher described the research methods. The researcher described several stages of the research and research materials for analyzing and drawing conclusions. There were seven sub-chapters in this chapter, namely: type of research, setting of research, unit of analysis, data sources, data collection instruments, data validity, and data analysis.

A. Type of Research

This research discussed the translation quality of International Language Institute of Universitas Indonesia (LBI UI) and the translation techniques used by the translator from this institution. This research was a descriptive qualitative research. Qualitative research is a research to understand a phenomenon that is experienced by the research subject holistically, presented in a description in a natural context, and uses variety of scientific methods (Moleong, 2001: 6). In the qualitative research, the data obtained through a long research process is presented in a detailed, complete, and in-depth description to describe the situation or the actual research results. The descriptive-qualitative research conducted by the researcher consisted of data collection activities, namely: gathering translation outputs from International Language Institute of Universitas Indonesia (LBI UI), pointing a rater to score the translation quality assessments, analyzing the source texts and translated texts to find the cultural terms, analyzing the translation

technique used to translate the cultural terms, and analyzing the effects of translation technique towards the quality of the translated cultural terms in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'.

In the data analysis, the researcher used numerical units to present the research results in the form of simple statistical data. In addition, this research also belonged to the embedded research type in which the researcher had determined the focus of the research before collecting data in the field. In addition, this research also assessed the translation quality of International Language Institute of Universitas Indonesia (LBI UI) by considering four aspects of quality assessment: accuracy for the sale and purchase agreement letter of PT BRI Syariah Madiun, acceptability for the profile booklet of Madiun City, readability for the short story of 'Banyuwangi', and the content and face equivalence for those three texts. Then, the researcher continued to analyze the translation techniques, aiming to find out the translation techniques used by the translator to translate words or phrases containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts, and analyzed the effects of translation technique towards the quality of the translated cultural terms in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'.

B. Setting of Research

This research was not carried out directly at a certain location that was predetermined, but the research subject was International Language Institute of Universitas Indonesia (LBI UI) and located at Depok campus, West Java. The reason of selecting International Language Institute of Universitas Indonesia (LBI UI) as the research setting was to measure the quality of the translation output of International Language Institute of Universitas Indonesia (LBI UI). Meanwhile, the research object was the translations of International Language Institute of Universitas Indonesia (LBI UI).

C. Unit of Analysis

The unit of analysis is the material related to the research focus. In this research, the units of analysis were the words, phrases, and sentences contained in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. The selection of the texts was based on the text types proposed by Reiss (in Munday 2002: 72). The texts used as data sources were later translated by the translator from International Language Institute of Universitas Indonesia (LBI UI). The translation results of the three texts were analyzed by the researcher to find out the quality of the translation, with the help from the raters (informant) as the source of data, and translation techniques in translating words and phrases containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts.

D. Data Sources

According to Sutopo (2002: 58), the data source in a qualitative research was very diverse, such as people, events, locations, objects, documents, or archives.

In this research, there were two data sources: the texts (source and translated) and the rater as an informant. The source texts were the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi', and the translated texts produced by International Language Institute of Universitas Indonesia (LBI UI). The second data source was the raters as informants chosen by the researcher to help assessing the translations by using predetermined parameters, namely: accuracy, acceptability, and readability, as well as content and face equivalence. The source texts and the translated texts were put together side by side to be assessed by the rater according to the parameters decided before.

E. Data Collection Instruments

In the data collection instruments, there were two types of research instrument: assessment rubrics and content analysis. The followings are the descriptions of the research instruments in this research:

1. Assessment Rubrics

In this research, the assessment rubrics were used to score the translations of sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi' by considering the

four aspects of quality assessment, namely: accuracy for the sale and purchase agreement letter, acceptability for the booklet profile of Madiun City, readability for the short story, and the content and face equivalence for those three texts.

The parameter of accuracy was used to measure the quality of the translation of sale and purchase agreement letter of PT BRI Syariah Madiun. The parameter is presented in Table 1:

Table 1. The Assessment Parameter of Translation Accuracy (Nababan, Nuraeni, & Sumardiono, 2012: 50)

Parameter Category	Score	Description
Accurate	3	Word meanings, technical terms, phrases, clauses, sentences, and the text of the source language are translated accurately to the target language, there is no meaning distortion.
Less Accurate	2	Most of the word meanings, technical terms, phrases, clauses, sentences, and the text of the source language are translated accurately to the target language, but there are still some meaning distortions or double meaning translations or omitted meanings which disturb the whole meaning.
Not Accurate	1	Word meanings, technical terms, phrases, clauses, sentences, and the text of the source language are translated inaccurately to the target language or many parts or meanings are deleted.

Acceptability was the quality assessment parameter to assess the translation quality of profile booklet of Madiun City. The acceptability parameter is presented in Table 2:

Table 2. The Assessment Parameter of Translation Acceptability (Nababan, Nuraeni, & Sumardiono, 2012: 51)

Parameter Category	Score	Description
Acceptable	3	The translation feels natural; the

		technical terms used are commonly used and familiar to the readers; phrases, clauses and sentences used are in accordance with the rules of English language.
Less Acceptable	2	In general, the translation feels natural; but there is a slight problem with the use of technical terms or there are a few grammatical errors.
Not Acceptable	1	The translation is not natural or it feels like a translation work; the technical terms used are not commonly used and are not familiar to the readers; phrases, clauses and sentences used are not in accordance with the rules of English language.

The last text type in assessing the translation quality in this research was the short story of ‘Banyuwangi’. The readability parameter is presented in Table 3:

Table 3. The Assessment Parameter of Translation Readability (Nababan, Nuraeni, & Sumardiono, 2012: 51)

Parameter Category	Score	Description
High Readability Level	3	Words, technical terms, phrases, clauses, sentences, and the translation text can be easily understood by the reader.
Moderate Readability Level	2	In general, the translation can be understood by the reader; but there are certain parts that must be read more than once to understand the translation.
Low Readability Level	1	The translation is difficult to understand by the reader.

Besides the aspects of accuracy, acceptability, and readability, there was another aspect to assess the translation quality of sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of ‘Banyuwangi’ which was the content and face equivalence. This

assessment parameter was used to assess the quality of the three translations.

The parameter of content and face equivalence is presented in Table 4:

Table 4. The Assessment Parameter of Content and Face Equivalence (Machali, 2000: 119-120)

Category	Score	Description
Almost Perfect Translation	86 – 90 (A)	Fair delivery; hardly feels like a translation; no spelling mistakes; no grammar errors / irregularities; there is no mistake in the use of the term.
Very Good Translation	76 – 85 (B)	There is no distortion of meaning; there is no rigid literal translation; there is no mistake in the use of the term; there are one or two grammatical / spelling mistakes.
Good Translation	61 – 75 (C)	There is no distortion of meaning; there are rigid literal translations, but relatively not more than 15% of the entire text, so it doesn't feel like a translation; grammatical errors and relative idioms are not more than 15% of the entire text. There are one or two non-standard / general terms. There are one or two spelling mistakes.
Moderate Translation	46 – 60 (D)	Feels like a translation; there are some rigid literal translations, but relatively not more than 25%. There are some idioms and grammatical errors, but relatively not more than 25% of the entire text. There are one or two usage terms that are not standard / not common and / or not clear.
Bad Translation	20 – 45 (E)	Very feels like a translation; too many rigid literal translations (relatively more than 25% of the entire text). Distortions of meaning and errors in the use of the term are more than 25% of the entire text.

Meanwhile, the translation assessment rubrics were formed in a table, and the tables of assessment are pictured below:

Table 5. The Accuracy Assessment Rubric of Sale and Purchase Agreement Letter of PT BRI Syariah Madiun

No.	Source Text	Target Text	Score
			Accuracy
1			
2			
...			
Total			
Average Score			

Table 6. The Acceptability Assessment Rubric of Profile Booklet of Madiun City

No.	Source Text	Target Text	Score
			Acceptability
1			
2			
...			
Total			
Average Score			

Table 7. The Readability Assessment Rubric of Short Story of 'Banyuwangi'

No.	Source Text	Target Text	Score
			Readability
1			
2			
...			
Total			
Average Score			

Table 8. The Assessment Rubric of Content and Face Equivalence

No.	Source Text	Target Text	Score				
			APT	VGT	GT	MT	BT
1							
2							
...							
Total							
Average Score							

The numbering method of the research data in Chapter IV was carried out through the following way:

The number on the assessment rubric(.)Name of text(.)The page on the original text

Example: 017.SAJB.01

The names of the texts listed in the numbering research data consisted of 3 types of name, which were:

SAJB : *Surat Akad Jual Beli* (Sale and Purchase Agreement Letter)

BPK : *Booklet Profil Kota* (City Profile Booklet)

CP : *Cerita Pendek* (Short Story)

2. Content Analysis

Content analysis is a way to find out various information and data in a research to achieve the research objectives. The content analysis in this research was used to collect data of the translation techniques used by the translator from International Language Institute of Universitas Indonesia (LBI UI) when translating terms containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. In its implementation, this stage was carried out by examining the overall translations. The researcher, as the human instrument, sorted out the terms containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts, and analyzed the translation techniques used to translate the terms. Furthermore, the translation

techniques used by the translator were recorded in a table. The researcher provided the examples of translated terms to be analyzed and explained in the descriptions, but the number of the term was not determined, and the researcher focused more on the information of the example. Therefore, the sampling was conducted selectively by using the criterion-based-selection technique. This selection was conducted to represent the relevant information.

F. Data Validity

This research used the triangulation of data source and method. The triangulation of data source is a technique by comparing the data to the person who is capable of giving feedbacks (Santosa, 2012: 47). In this research, the triangulation of data sources was used to validate the collection of data of cultural terms found and the translation techniques used to translate the cultural terms by using an expert judgment. The triangulation of method was used to validate the collection of data of translation quality assessments by discussing with the raters to come up with new scores which were acceptable for both raters and the researcher.

G. Data Analysis

This research was a descriptive qualitative research in which the researcher described the results of assessment rubrics and the analysis of the translation techniques as a data set and connected one with another. The data was analyzed

qualitatively and described in the description. The data analysis techniques are described as follows:

1. Data Collection

The data collections were in the forms of assessment rubrics and content analysis. The researcher acted as a customer and followed the legal way to request International Language Institute of Universitas Indonesia (LBI UI) to translate the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. Then, the researcher chose two raters to give a score to the translation quality assessments by filling the assessment rubrics. On the other hand, the researcher analyzed the translation techniques employed by the translator in translating terms containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts. By using this method, the researcher got two kinds of data which were the score of translation quality and the cultural terms as well as the translation techniques.

2. Data Reduction

The data reduction in this research was conducted by focusing the attention on words and phrases containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts. The researcher only analyzed the translation techniques employed in transferring the meaning of words and phrases containing cultural categories of material, social, as well as organization, customs, activities, procedures, and concepts.

3. Data Display

The results of data analysis on translation quality of sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi', as well as the analysis results of the translation techniques and the effects of translation technique towards the quality of the translated cultural terms in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi' were reported in a narrative text. However, the data displays of the translation quality assessments and the calculation results of the use of translation techniques were reported in the form of number in a table by using simple statistical analysis.

4. Verification and Confirmation of Conclusion

Based on the analysis of translation quality assessments, the researcher compiled the data of quality assessments provided by the rater, the analysis of translation technique used to translate the cultural terms, and the analysis of the effects of translation technique towards the quality of the translated cultural terms in the sale and purchase agreement letter of PT BRI Syariah Madiun, profile booklet of Madiun City, and short story of 'Banyuwangi'. The compilation of conclusions will be targeted for the institution and the consumer, so that they will find some information according to their needs.