

CHAPTER 3

RESEARCH METHOD

This chapter explains the research method included the research design, unit of analysis, source of data, techniques of data collection, and techniques of data analysis.

3.1 Research Design

The method of this study is descriptive qualitative method. Descriptive qualitative is a method which describes and observes the characteristics of a phenomenon being studied. According to Cresswell (1994:195) "a qualitative study focuses on participants' perceptions and experiences which are presented with words." This method aims to gain a better understanding of the previous studies. The researcher uses this method to describe the translation procedure of cultural words by Newmark from the novel *A Game of Thrones* and to get a better understanding from this research.

3.2 Unit of Analysis

The unit of analysis is every word and phrase in *A Game of Thrones* novel which belongs to the cultural expressions by Newmark cultural categories. The Source Language is in English and the Target Language is in Indonesian.

3.3 Source of Data

The data of this research were taken from *A Game of Thrones* novel; book one of *A Song of Ice and Fire*. The data of this study are two books, with the title *A Game of Thrones* in English as the source language and *A Game of Thrones-Perebutan Tahta* in Indonesian as the target

language. The source data novel was written by George R. R. Martin and it was translated by Barokah Ruziati. The book was first published in 1996 with the country of origin from United States. *A Game of Thrones* won the New York bestselling author in 2011 and also adapted in HBO TV's series, comic's series, and video games. The data were taken manually and randomly from the novel which contains cultural words. The source data is a fantasy novel; it has a total 704 pages in English and 948 pages in Indonesian. The novel wins some awards; Locus Award: Best Fantasy Novel in 1997, World Fantasy Award and Nebula Award: Nominated as the Best Novel in 1997, Hugo Award: Best Novella for Blood of the Dragon in 1997, Ignotus Award: Best Foreign Novel in 2003. The setting of place in the novel is in a kingdom, with some points of view from the characters. The characters are Jon Snow, Eddard Stark, Catelyn Stark, Daenerys Targaryen, Sansa Stark, Arya Stark, Tyrion Lannister, etc.

3.4 Techniques of Data Collection

This research data were collected by:

1. Reading the novel *A Game of Thrones* (English) and *Perebutan Tahta* (Indonesian).

The first step of collecting the data is by reading the whole story of *A Game of Thrones* novel both in English (SL) and Indonesian language (TL) by PDF or printed book. The researcher used the printed book for collecting the data. The researcher chose the novel because *A Game of Thrones* was the winner of New York Times Bestselling Author and was famous as an HBO TV series until 2016 (for the 6th season which released this year).

2. Finding the cultural words.

The second step is finding the cultural expressions from Newmark's cultural categorization from Indonesian and English language. The

researcher underlined every cultural expression, so that it will be easier to note them.

3. Noting the target and the source data which contains the cultural expressions. The last step of collecting the data is noting the data from Source Language and the Target Language into a table, so the data is easier to be analyzed.

3.5 Techniques of Data Analysis

1. Identifying the cultural expressions of the data from both SL and TL.

The first step of analyzing the data is to identify the cultural expressions on the tables from both SL and TL. There are columns of Source Language and Target Language for the SL and TL cultural expressions. The other columns are for Newmark's categorization of cultural expressions and Newmark's translation procedure.

2. Classifying the cultural expressions into cultural categories by Newmark.

The next step is classifying the cultural expressions from SL and TL into the cultural categories from Newmark's categorization (ecology, material culture, social culture, organizations, and gestures). After classifying, the researcher writes down the type of cultural categories into the column of cultural categories.

3. Classifying the cultural expressions into translation procedures by Newmark.

Then classifying the cultural expressions from both SL and TL into translation procedure by Newmark, and identifying which translation procedure applied in the cultural expressions translation. The researcher also writes down the type of translation procedures which is applied into the column of translation procedures.

4. Drawing conclusion.

The last step of analyzing the data is drawing the conclusion. The researcher summarized the total number of cultural expressions, the number of cultural expressions in each cultural categorization, the most translation procedure used. The result of the research answered the statement of the problems in this study.