CHAPTER III

RESEARCH METHOD

Based on the research study and theory, this research simply used a qualitative research method because the sources of data were texts. It is a descriptive analytical study because the results are presented in a description form. Qualitative research does not give the numeral or statistics but it depends on how the knowledge of the researcher is used in analyzing the data. The research method consists of research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

3.1 Research Design

The purpose of this research is to analyze the translation ideology and strategies used in translating culture words. Qualitative research method is the method used in this research. Cited from Lusiana (2006:33), Nawawi states that descriptive qualitative method is a research method to describe the subject wheter object of the research based on the fact or reality. Moreover, qualitative method is describes the population and the evidence of the data with the systematically, factually and accurately. The data of this research were collected from John Green's novel *The Fault in Our Stars* and the translated novel with the same title *The Fault in Our Stars* by Ingrid Dwijani N. The data were analyzed by using some resources such as theses, books, webs and journal, etc in supporting the study of the research.

3.2 Unit of Analysis

This research focused on the translation ideology analysis in John Green's novel *The Fault in Our Stars* and the translated novel by Ingrid Dwijani N. The unit of analysis was culture words and phrases of the source text into English and target text into Indonesian Language as the data to be analyzed.

3.3   Source of data

The source of the data used in this study is John Green's novel *The Fault in Our Stars*. It was published in 2012 by Dutton Books in US and became the bestselling novel. The translated novel was published in 2014 with the same title into *The Fault in Our Stars* by Ingrid Dwijani N.

3.4   Technique of Data Collection

Method of data collection is how the researcher collects and gets the data. The data of the study were collected by selecting John Green's novel *The Fault in Our Stars*. The researcher used the following steps:

1. Selecting. The researcher selecting John Green's novel *The Fault in Our Stars,* because it is the bestselling novel that tells about youth life. Furthermore, it is more effective for some reason to analyze the ideology and culture words between source text and target text.

2. Reading. The researcher read the English novel of John Green's novel *The Fault in Our Stars* and the Indonesia Language version of the novel *The Fault in Our Stars* by Ingrid Dwijani Nimpoeno several times to make it easier to understand.

3. Observing. The researcher observed the culture words in the source text and the translation of culture words in target text related to source text's culture words, then underlined and numbered them in order to make it easier to recognize. Only the words translated differently were selected because some words were dominantly showing up in the novel which may ruin the result of the analysis.

4. Taking note. The researcher took a note the words and phrases related to the culture of source text and their translation equivalents in target text, then into paper completed with the page number, along with the clause or sentence that follow.

3.5   Technique of Data Analysis

In this study, the researcher analyzed the data using the following steps:

1. Classifying. The culture words found in the both of novel classified into five categories proposed by Newmark (1988: 95-102)

2. Classifying. The culture words related to both novels classified into two categories of ideology according to Venuti's theories (2004:49).

3. Classifying. The culture words related into both of the novels classified into seven translation strategies according to Vinay and Darbelnet theories in Venuti (2000: 85).

4. Counting. Ideology used in translating culture words and strategies used in translating culture words were counted and written in percentage.

5. Presenting. The culture words, ideology and the strategies counted before, were presented into several tables. The data used as representative data were presented in a list, source text is written then target text as well. It is also written in full sentence or clause or phrase to show the context of the words.

6. Explaining and analyzing. The data presented in tables were analyzed and explained.

7. Concluding. The researcher made up some conclusions from the data analysis.