

CHAPTER 3

RESEARCH METHOD

In conducting this research, it is important for a researcher to determine the research method that researcher would like to use. This chapter discusses the research method used in this research including research design, unit of analysis, and source of data, technique of data collection and technique of data analysis.

3.1 Research Design

This research used descriptive qualitative method to analyze the problems about to get the best result in this project on Mustika Ratu body care' labels as the object of the analysis. The researcher used qualitative method and the approach is descriptive which aims focuses on domestication and foreignization. Isaac and Michael (1987:46) state 'descriptive method has a purpose to describe systemically a situation or area of interest factually and accurately'.

3.2 Unit of Analysis

The unit of analysis in this study is word which has ecological terms to analyse the domestication and foreignization. The SL text is Bahasa Indonesia and the TL text is English. It would be analyzed using Davies's theory in Judickaité (2009:15-19), as the framework, to classify the domestication and foreignization in the data.

3.3 Source of Data

The data of this study was written data. The data were taken from products of Mustika Ratu. PT. Mustika Ratu Tbk. (MRAT). In this research, the researcher chooses the body cares' labels. It is translated from Bahasa Indonesia

into English Language. The researcher takes 10 body care product. Those are: body lotion, body butter, body scrubs, 'lulur', essential-oil, shower gel, body soap, body peeling, and intimacy care. The researcher used purposive sample technique since she only took data that contained domestication and foreignization strategies.

3.4 Techniques of Data Collection

The techniques of data collection that the researcher used in preparing the data related to the subject of this research was library study because the data were taken from body care' labels of Mustika Ratu. The followings were two steps of the data collection techniques:

1) Choosing the brand and the body care of the product

The researcher chooses product label because it contains a lot of information for the costumer. It should use many strategies to make the label understandable since the products are exported abroad. So, the researcher takes Mustika Ratu brand because this company exploits traditional herbal of Indonesia. Besides, the body treatment's label is very important to be understood by the customer because it contains information about the ingredients and the general information about the products.

2) Identification

In this step, the researcher analyzed the ecological word both in Bahasa Indonesia and English. This comparison made to know about the domestication and foreignization of ecological terms translation.

3.5 Techniques of Data Analysis

In case of analyzing the data, proses of data analysis draw how the researches steps. It was seen below:

a. Classifying

The researcher classified each domestication and foreignization every of ecology words found in Body Cares' Label of Mustika Ratu. The classification based on Davies's theory in Judickaité (2009:15-19), as the framework

b. Analyzing

After each domestication and foreignization was classified into each method, it was then explained why the domestication and foreignization applied and the functions. It was analyzed by using Davies's theory in Judickaité (2009:15-19), as the framework

c. Drawing the conclusion.

The researcher concluded the result of analysis.