

CHAPTER III

RESEARCH METHOD

This research uses qualitative research method because the sources of data are texts. Holloway (1997:43) stated that in qualitative research they consist of words or actions of the participants which the researcher hears and observes. Moreover, this research 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 is the knowledge of the researcher in analyzing the data. The research method in this study includes research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

3.1 Research Design

The aim of this research is to analyze the ideology and method used in translating cultural words, phrases, clauses and expressions and the ideology in translation used in translating them. The method used in this research is qualitative research method. And the sources of the data used in this study are the novel entitled *Negeri 5 Menara* by Ahmad Fuadi and the translation work entitled *The Land of Five Towers* translated by Angie Kilbane. The data is analyzed by using some resources such as theses, books, webs, articles, journal, etc in supporting the study of the research.

3.2 Unit of Analysis

The unit of analysis in this research is the cultural words, phrases, and clauses of the text, which are only related to culture, cultural items or elements. Sentences if possible may also be a unit of analysis if it has something to do with cultural items or elements.

3.3 Source of Data

The sources of the data used in this study are the novel entitled *Negeri 5 Menara* by Ahmad Fuadi and the translation work entitled *The Land of Five Towers* translated by Angie Kilbane.

3.4 Techniques of Data Collection

A documentation method or note taking method is used by the researcher in this research. The method is based on the statement given by Goetz & LeCompte in Sutopo (2002:58) as follows: There are many kinds of data source in qualitative research. It can be persons, events and places or locations, objects, and documents or files. Those data sources are demanded to some techniques of data collection convenient to getting the needed data to solve the problem. The data used in this research are novels, therefore the researcher collecting the data by getting the novels in both languages, *Negeri 5 Menara* as the source text and *The Land of Five Towers* as the target text.

3.5 Techniques of Data Analysis

This is a qualitative research and the data is in the form of words, phrases, clauses, or sentences which is a written text. The data collected were analyzed through following steps:

1. Reading the novel. The novel is read to make it easier to understand.
2. Finding. The cultural words in both novels is searched then written in a list. Only words which translated differently are selected because some words are dominantly showing up in the novel which may ruin the result of the analysis.
3. Classifying. The cultural words found and written before are classified into five categories. Then classified into two categories according to the use of ideology. Then classified into six categories according to the use of translation method.
4. Counting. The cultural words, the ideology used in translating cultural words and methods used in translating cultural words are counted and written in percentage.
5. Presenting. The ideology and method counted before is presented in tables. The data which used as representative data is presented in a list, source language (SL) is written then target language (TL). It is also written in full sentence or clause or phrase to show the context of the words.

6. Explaining. The data which presented in tables are explained and the data presented in written in a list as a representative data are analyzed and discussed.
7. Drawing conclusion. The conclusion is derived from the data analysis of the chapter IV then the suggestion is also given.