CHAPTER 3

METHOD OF STUDY

This chapter describes the methodology of the study which supports the thinking procedure in taking every decision made for the attempt to fulfill the objectives of the study.

3.1. Research Approach

The writer used a qualitative method in analyzing the data which is related to the purpose of the study: to define, to classify and to describe the cultural words translation. Stated by Fraenkell and Wallen (1993: 380) "Qualitative research is a research study that investigates the quality of relationships, activities, situations or materials". Meriam, as cited in Nunan (1992), added that case studies are particularistic, descriptive, and heuristic and rely heavily on inductive reasoning in handling multiple data sources. In addition, case study is a unit of analysis that focuses on a single entity that exists in natural environment (Johnson, 1992: 76). He further added that the purpose of case study is, "…to describe the case in its context. Guided by a research question, a researcher studies the case and those aspects of the environment that pertain to that case that shed a light on the research question" (p.76).

This research was a case study because it dealt with cultural words in a novel written by Meyer entitled *Twilight* as a single phenomenon or knowledge

which was analyzed and described. Because of that, the finding of the study can only be generalized on a specific limit.

There were some procedures that used in analyzing the data. First was identification of the phenomenon to be studied. It was elaborated in the research questions and formulated as "An Analysis of Translation of Cultural Words in Meyer's Novel Twilight". Second was identification of the participants in the study. It was explained in the sample and population section in a more detail way. Third was data collection. To collect the data the writer read and compared the document were conducted to find out the intended results and findings. The fourth procedure was data analysis. It was focused on the translation of the cultural words analysis to interpret the data. And the last was drawing conclusions.

3.2. Source of the Data

The source of data in this study was a novel entitled *Twilight* published by Little Brown and Company in 2005 and its translation version. *Twilight* was translated by Lily Devita Sari and published by *PT Gramedia Pustaka Utama* in 2008. The original novel of Twilight consists of 512 pages and its Indonesian translation consists of 518 pages.

3.3. Population and Sample

The population of the study was all the cultural words found in the Stephenie Meyer's novel *Twilight* and its translation version *Twilight*. The original version was published by Little Brown and Company in 2005 and it is

one of the International Best Seller. Meanwhile the translation version in Indonesia was published by *PT Gramedia Pustaka Utama* in 2008.

Here, not all the population was analyzed. To select the representative samples, a sampling method was used. The writer used the Purposive Sampling Method in this study. In doing the sampling method the writer collected the population from the novel. The population was the cultural words which range in various kinds. They were numbered and were placed side by side with their translations. To ease the study, from all the cultural words that were found in the novel, the writer has selected 99 items to be analyzed as the representative samples.

3.4. Techniques of Data Collection

In collecting the data, the writer read both novels (English and Indonesian version) and identify the cultural words in English and its translation in the Indonesian version. The next step was making the list of the cultural words found in the novel and its translation in Indonesian. To ease the data collecting procedure, the writer uses data sheet as the data collection instrument. The data were documented in a table form to ease the further analysis.

3.5. Techniques of Data Analysis

The data in this study were analyzed through some steps. The first step was classifying the cultural words in the novel into categories of cultural words proposed by Newmark. Next step was found out their translation in Indonesian

version and determining what procedures used in translating the cultural words based on translation procedures proposed by Newmark. Last step was concluding the finding based on the analysis.