CHAPTER I

INTRODUCTION

A. Research Background

Nowadays, many people use various kinds of electronic products in their daily life. Most of the products are completed with manual text. It is made in order to introduce the product, give important information related to the product, and guide the users to set up and operate the product. Most manual texts are written in the language of the countries in which the products are produced, such as English and Japanese. Often, the users are not familiar with the language used in manual texts. Therefore, a large number of manual texts are translated into many other languages.

In Indonesia, there are many electronic products with manual texts written in English, such as printer manual text. We know that only a few of Indonesians master English. To solve this problem, manual texts are translated into Indonesian.

Translation activities do not only deal with the transfer of words from source language into target language, but the most important thing is to transfer the message from source language into target language. In translating a text, a translator will face some problems dealing with transferring the message from source language into target language. To overcome the problems, the translator employs translation procedures. A translator must determine translation procedures which should be applied to produce a
readable translation. The procedures used by the translator influence the readability of the translation for the target readers.

The following examples show the translation procedures used by the translator which affect the readability:

Example 1:

002. ST: Press the ON button (A) to turn on the printer.”

TT: Tekan tombol ON (A) untuk menyalaikan pencetak.

This is the part of text taken from Canon PIXMA iP2770 manual text. This text is an instruction to turn on the printer. From the example above, it can be seen that the translator applies recognized translation and transference procedure. The translator uses these procedures since the source text grammatical constructions are converted to the nearest target text equivalents. The word ON is translated by transference technique, but it does not affect the whole sentence. The translator uses common diction in translating the instruction. The translation is accurate in meaning and it still sounds natural. Moreover, the translated text is also easy to understand by the target readers. It is considered as readable translation.

Example 2:

020. ST: Print Photos from Computer.

TT: Cetak Foto dari Komputer.

The second example is an instruction to print photos from the computer. From the example above, it can be seen that the translator uses word-for-word technique. The translator translates that source text in the same
structure as in target text. Even though it uses word-for-word translation, the sentence still sounds natural and easy to understand for the target readers. It can be categorized as readable translation.

From the examples above, it can be said that the translation procedures that are used by the translator influence the readability of the translation. Appropriate techniques and diction applied by the translator in translating the text will result a readable translation, while the application of inappropriate techniques and diction will lead the translator in producing less readable and unreadable translation.

Based on these phenomena, the researcher tries to investigate the readability assessment and the factors influencing it of the translation of manual text by analyzing Canon PIXMA iP2770 manual text. In this research, the manual text is a text which consists of information about the instructions to guide the users in operating Canon PIXMA iP2770 printer. The researcher takes Canon PIXMA iP2770 manual text as the source data of this research because many computer users in Indonesia start to use this type of printer.

B. Research Limitation

This research is only focused on analyzing the readability aspect of Canon PIXMA iP2770 manual text. Actually, the ideal components to assess the quality of translation are consisted of accuracy, acceptability and readability aspects. Since the researcher has limited time to develop larger scoop of research, for example accuracy and acceptability aspect of
This research will only analyze the readability aspect and the factors influencing it. The assessment of readability is analyzed from five different respondents.

C. Problem Statements

In this research, the researcher proposes the following problems:

1. How is the quality of the translation of Canon PIXMA iP2770 manual text in term of readability?
2. What are the factors which influence the readability of the translation of Canon PIXMA iP2770 manual text?

D. Research Objectives

Based on the Problem Statements, the objectives of this research are:

1. To find out the readability quality of the translation of Canon PIXMA iP2770 manual text.
2. To know the factors that influences the readability of the translation of Canon PIXMA iP2770 manual text.

E. Research Significance

This research is conducted to find out the quality of the translation of Canon PIXMA iP2770 manual text in terms of readability and the factors influencing it. Since this research is supported by five respondents to assess
the readability aspect of manual text, this research will cause different result in understanding the translated instructions on it.

Therefore, the result of this research is expected to give contribution to the students and lecturers of English Department in their attempts to learn and develop the translation subject. Besides, it may open the translator’s mind concerning with various problems in translating manual text, particularly about the complicated matter on transferring the message. Finally, the researcher hopes that it can be used by the other researchers as a reference to do further research.

F. Research Methodology

This research is a descriptive qualitative research. Qualitative method is employed because the data of this research are in the forms of words, sentences, pictures and videos. Descriptive method is used to describe the readability assessment of the translation of Canon PIXMA iP2770 manual text. This method is conducted by collecting the data from the manual text, asking five respondents to do the procedure listed on the translated manual text, recording the process of research procedure from five respondents, interviewing and analyzing the result, and then drawing the conclusion.
G. Thesis Organization

This thesis consists of five chapters as follows:


**CHAPTER III : RESEARCH METHODOLOGY**, consists of Research Type and Design, Data and Source of Data, Sampling Technique, Method of Data Collection, Technique of Data Analysis, and Research Procedures.

**CHAPTER IV : DATA ANALYSIS**, consists of Introduction, Analysis, and Discussion.

**CHAPTER V : CONCLUSION AND SUGGESTIONS.**
CHAPTER II
LITERATURE REVIEW

A. Types of Text

A definition of text is the main written or printed part of a book or page; contrasted with notes, illustrations, etc (Oxford Advanced Learner’s Dictionary, 1995:1234). According to Wiratno (2003:3), text is a unit of language which expresses contextual meaning. A text is also defined as: (1) the original words or something written or printed; (2) words treated as data by a computer; (3) something, such as literary work or other cultural product, regarded as an object of critical analysis. Each text has its own structure. The structure of the text is determined by the objective, the function, and the cultural background that reflect the way of thinking. The quality of the text can not be seen from the number of sentences or pages, but it can be seen from the meaning and the context of the text. Werlich (1991, in Sasongko, 2013:10) states that written communication can be literary or non-literary. Therefore, a text either belongs to the fictional or the non-fictional text group. Within the non-fictional text group, the problem of classification is still open to discuss. Either one follows the concept that the major communicative functions of the language provide categories for useful distinctions; or one takes the position that ‘the text types correlate with forms and ranges of human cognition’.

Based on Newmark (1988:39), there are three basic types of text. These types will be explained below:
1. Expressive Text

The core of the expressive text function is the mind of the speaker or the writer. The writer uses the utterances to express his feelings irrespective of any response. For the purposes of translation, the characteristic of expressive text type are:

(1) Serious imaginative literature. Of the four principal types – lyrical poetry, short stories, novels, plays – lyrical poetry is the most intimate expression, while plays are more evidently addressed to a large audience, which, in the translation, is entitled to some assistance with cultural expressions.

(2) Authoritative statements. These are texts of any nature which derive their authority from the high status or the reliability and linguistic competence of their authors. Typical of authoritative statements are political speeches, statutes and legal documents, scientific works, etc.

(3) Autobiography, essays, personal correspondence. These are expressive when they are personal effusions, when the readers are a remote background.

Reiss (1989, in Devi, 2015:11) states that the major characteristic of the expressive text is that they include an aesthetic component, as the author “exploits the expressive and associative possibilities of the language in order to communicate his thoughts in an artistic and creative way”. This means that when translating such texts, the main concern of the translator should be to try to produce analogous aesthetic effect, as well as reproducing the semantic content of the original.
2. Informative Text

The core of the informative text is external situation, the fact of a topic, reality outside language, including reported ideas or theories. For the purposes of translation, the typical informative text are concerned with any topic of knowledge, but text about literary subjects, as they often express value-judgments, are apt to lean towards ‘expressiveness’.

While, Reiss and Vermeer (1984, in Devi, 2015:11) state that the primary aim of informative text is one of conveying information to the target readers. This means that a translator should give concentration to on establishing semantic equivalence, and only then turn to the other kinds, such as connotative or aesthetic. Informative texts which are mostly documents transfer the information and facts. The examples of informative text are business letters, official documents, reference works, scientific paper, thesis, etc.

3. Vocative Text

The core of the vocative text is the readership, the addressee. The term ‘vocative’ in the sense of ‘calling upon’ the readership to act, think or feel, in fact to ‘react’ in the way intended by the text. The vocative is the case used for addressing the readers in some inflected languages. This function of language has been given many other names, including conative (denoting effort), instrumental, operative, and pragmatic (in the sense of used to produce a certain effect on the readership). For the purposes of translation, instructions,
publicity, propaganda, persuasive writings, and popular fiction, whose purpose is to sell the book or entertain the readers, as the typical of vocative text.

**B. Translating Manual Text**


Meanwhile, a text is the main written or printed part of a book or page; contrasted with notes, illustrations, etc (Oxford Advanced Learner’s Dictionary, 1995:1234). Each text has its own structure. The structure of the text is determined by the objective, the function, and the cultural background that reflect the way of thinking. The quality of the text can not be seen from the number of sentences or pages, but it can be seen from the meaning and the context of the text (Wiratno, 2003:3-4).

Dealing with the statements above, manual text is a printed page which contains information about the features of the product and the instructions to help the users in operating and maintaining the product properly. In addition, manual text is a text that asks the readers to think and act what is written in the manual text. Commercially, a manual text is a complement for an equipment set.

Newmark (1988:41) states that manual text deals with a vocative function because the main point of it is readership, the addressee. He uses the
term “vocative” in sense of “calling upon” the readership to act, think or feel, in fact to “react” in the way intended by the text. The vocative text types are instruction, publicity, propaganda, or persuasive writing.

According to Newmark (1988:41-42), there are three major things in vocative text. First, in all vocative text, especially manual text, there is a relationship between the writer and readership, which is realized in various types of socially or personally determined grammatical relations or forms of address: you, he, they, and we.

Example:

If you use an extension cord with the printer, make sure that the total ampere rating of the devices plugged into the extension cord does not exceed the cord’s ampere rating

The second one is that the manual text is indicated by the other various forms, such as:

1. Infinitives

   Example:

   To get help: select the menu or function and press Info.

2. Imperatives (command or request)

   Example:

   Press the power button to turn on the printer.

3. Indicatives

   Example:
Note: The ink cartridges packaged with your printer are partly used during initial setup.

The third factor is that these texts must be written in a language that is immediately comprehensible to the readers. It aims to make the readers understand the text easily.

In order to make the readers understand about what or how the manual text is, the following steps are needed to be applied in translating the manual text:

1. Use the present tense whenever possible, even if the source text does not.
2. Use verbs where possible instead of nouns. The change of the sentence structure is needed to make the readers understand.
3. One-word verbs are easier for non-native speakers to understand than multi-word (phrasal) verbs. The longer word may sound more complicated, but phrasal verbs are seriously difficult for non-native speakers.
4. Use “you” (the second person) whenever possible. This might be different from the source text, but the translation should follow the target readers’ language standard.

C. Translation Procedures

“The way how translator finds translation equivalence word by word, or phrase by phrase, or sentence by sentence is called translation procedures,
translation techniques, or translation strategies.” (Hariyanto, 2014:80). Since the translator is asked to find out the closest meaning from the source text to the target text, the translator needs some translation procedures. Because the unit of translation of this manual text is on the form of sentences so that the researcher uses the translation procedures which are appropriate to be applied to translate the sentence. Newmark (1988:81) states there are 19 different kinds of translation procedures that are suitable for translating sentences as the unit of translation. The lists are explained below:

1. Transference: the process of transferring a source text word to a target text as a translation procedure.

2. Naturalization: a continuation of transliteration. By naturalization, the speech and written words in source language adapted to the rules of the target language.

3. Cultural Equivalent: uses the typical word in the target language to replace the typical word in the source language.

4. Functional Equivalent: applies to cultural words, requires the use of a culture free word. It neutralizes the source language word, and sometimes adds a particular.

5. Descriptive Equivalent: describe the meaning or function of the source language word.

6. Synonymy: it is applied where there is no clear one-to-one equivalent, and the word is not important in the text.
7. Through-Translation: the literal translation of common collocations, names of organizations, the components of compounds and perhaps phrases. Normally, through-translation should be used only when they are already recognized terms.

8. Shifts or Transposition: the process of altering the original structure of the source language to the sentence of target language in order to achieve an equivalence effect. This diversion is done if there is a difference between the structure of the source language and the target language is reasonable. These changes could be the conversion of the plural to the singular, the position of adjectives, to changing the structure of the sentence as a whole.


10. Recognized Translation: it is a translation procedure by which any institutional term in the source language is translated into the official or the generally accepted term in the target language.

11. Translation Label: temporary translation of the source language word. This procedure is the appropriate one to translate a new institutional term.

12. Compensation: it is occurred when loss of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part.
13. Componential Analysis: a source language word translated into the target language by detailing the components of the meaning of the source language word.

14. Reduction and Expansion: reduction means the depreciation of component of the source language word. Expansion is the elements of the word expanded in the target language.

15. Paraphrase: it is an explanation of the meaning of a segment of the text. It is used in an ‘anonymous’ text when it is poorly written, or has important implications and omission.

16. Deletion: in this procedure, the translator deletes some information in the source language.

17. Addition: the translator adds some information to clarify the concept in source language to the readers.

18. Couplets: couplets, triplets, quadruplets combine two, three, or four of the above-mentioned procedures respectively for dealing with a single problem.

19. Notes: it is done because of considerations of clarity of meaning. The translator enters the additional information in the text because he argued that readers need them.

D. Readability

There are three aspects in assessing the quality of the translation. They are accuracy, acceptability and readability. This research will only focus
in analyze about readability. Readability is a term used to describe the relative ease or difficulty of a passage. In translation, readability is related to the understanding of both source language text and target language text (Nababan, 1999:61). DuBay (2004:3) states readability is what makes some texts easier to read than others. According to Richards (1992, in Nababan, 1999:62), readability refers to “how easily written materials can be read and understood”. Readability means easy to read and understand for the readers. In addition, readability also means that the style of translation should conform to the source language and keep consistency throughout the whole text (www.webopedia.com/readability).

E. Readability Quality Assessment

Translation quality assessment deals with the measurement of the quality of translation. According to Machali (2000:108), there are two reasons why the translation assessment important: (1) to create dialectical relationship between translation theory and its practice; (2) to find out the criteria and standard in assessing the translator’s competence, especially when we evaluate several versions of the target language texts from the same source language text. What is assessed is not the process of translation, but the translation product.

According to Larson (1985, in Devi, 2015:16), there are three aims of assessing the translation. First is the test of accurateness. This accuracy test is needed since the translator wants to convince the accuracy of the translation. It
is not an impossible way that the translator adds, reduces, or even omits some important messages of the source language.

The second one is concerned with the naturalness or acceptability. This test aims to make the text sounds natural, so that the target readers think that it is an original text rather than the result of the translation process.

The last test is readability test. Larson (1985, in Devi, 2015:15) states that this test is very important since the translation may be accurate but still not communicate to the people who use it. The form of the language used should be those which make the message of the target text as easy to be understood as the source text did.

This part will only focus on the readability assessment in brief. Many experts offer some recommendations to assess a translation quality, especially readability aspect, as follows:

a. The Cloze Technique

This method is proposed by Wilson Taylor in 1953. Nababan (2004:56) defines that easier the reader guess the next word means easier that word can be understood. In this technique, the readers get a text in which some words are omitted. The readers are asked to predict the word that had been deleted from the source language. In this case, the degree of comprehensibility of the readers can predict the quality of the translation. If the readers can guess the right word as much as possible, it indicates that they comprehend the text. This method is appropriate to be used on texts with informative function.
b. Reading-aloud Technique

In this technique, the readers are asked to read the text loudly. If the readers can not read it fluently, it means that the translation has some problems (Nababan, 2004:57).

c. Knowledge Test

This test assesses the quality of the translation through the knowledge testing of the target readers. They are asked to read the translation and answer the question about it (Nababan, 2004:57).

d. Performance Test

This test measures the quality of the technical translation by asking the readers to perform a task using the instruction of the translated text. If the readers can repair the equipment by reading the translation, means that it is accurate in content (Nababan, 2004:58). This method is appropriate to be applied on texts with vocative function.

e. Back Translation

As stated in Nababan (2004:59), this way is to assess the translation by having someone else, who is bilingual in source language and target language to make a back translation of the translated text into the source text. For example, one translates a text from English to Indonesian. Then a translator turns the Indonesian back into English, and the resulting English text is compared to the origin English source text. If the text is virtually identical, it indicates that the original translation has a good quality.
In this research, since there are respondents who asked to do procedures listed in the manual text of Canon PIXMA iP2770, the performance test is the appropriate way to assess the quality of readability. There are several procedures in operating Canon PIXMA iP2770 printer. The respondents will follow the instructions as written in that manual text. If they can operate the printer correctly by reading the translation, it means that the translation has a good quality in term of readability.

F. Readability Factors

Readability of a translated text is influenced by several factors. Richards (1992, in Nababan, 1999:63) states that readability depends on the average length of sentences, the number of new words, and language grammatical complexity.

Sakri (1994, in Nababan, 1999:63-64) also proposes that readability depends on the vocabulary of the text and the construction of the sentence which is used by the writer. A text which contains daily vocabulary will be easily understood by the readers and vice versa. Dealing with the construction of the sentence, a complex sentence translation will be more difficult to understand rather than simple sentence translation.

Nababan (2003:64-78) also explains several factors which influence the degree of readability of a text. The first factor is the use of new words, foreign words or mother tongue words, the use of unfamiliar words, the use of
complete sentences, the length of the sentences, the use of complex sentences, and how the translator arranges the idea of the translation.

The description above points out that there are many factors which may influence the readability of a text. A text with high level of readability will be easier to understand than a text with low readability.

G. Researches on Manual Text

In 2008, Adi Hananto Seno conducted a research on the manual text of Kodak V1003. The purpose of this research is to identify the translation technique applied in Kodak V1003 manual text and also to describe the accuracy of the translation. This research applied two methods in assessing the data; they were content analysis and questionnaire. The content analysis used for collecting words, phrases, and sentences in the manual book while questionnaire given to the raters to collect accuracy score of the translation of Kodak V1003 manual book. He found that the translator used addition, deletion, borrowing, naturalization, and transposition technique. However, he concluded that the translation of Kodak V1003 manual text was not accurate.

A more specific research on manual text was conducted by Henny Yuniati Adang in 2012. Her research focused on the translation technique and the accuracy impact on the conditional sentence translation found in the manual text of Sony Ericsson W6601. Her research used content analysis to collect conditional sentence on the manual book and also questionnaire to the raters to collect the accuracy score. She found that literal translation,
reduction, and borrowing technique were mostly used in the translation. The use of transposition and modulation technique became the factor that resulted in a less accurate translation of Sony Ericsson W6601 manual book. However, the translation categorized as accurate translation.

In 2015, Chandra Kartika Devi conducted a research about readability assessment. She focused on the readability assessment on the translation of user manual of Samsung Galaxy Tab 2.7.0 and also the factors influencing it. She used questionnaire and content analysis method to gain the data from the respondents to determine the instruction in the user manual and performance test to analyze the data of the user manual. She found that the translation of user manual of Samsung Galaxy Tab 2.7.0 was readable for the target readers. The use of literal translation and borrowing technique, the diction used by the translator, and the existence of additional information became the factors that produce readable translation.

As seen on the previous researches above, the researcher decides to conduct the other research. This research is aimed to identify the readability and the factors influencing of the translation of manual text by using different device (printer) and methods to be analyzed. The methods that are applied to gain the data in this research are content analysis, performance test, and in-depth interviews.
H. Manual Text of Canon PIXMA iP2770

A printer is a device that accepts texts and graphic output from a computer and transfers the information to paper, usually to standard size sheets of paper. Printers vary in size, speed, sophistication, and cost. The inkjet and laser printers are the most commonly hooked up to a personal computer by the people. The inkjet printer is different with the laser printer. The inkjet printer sprays ink from an ink cartridge at a very close range to the paper as it rolls by, while the laser printer uses a laser beam reflected from a mirror to attract ink (called toner) to selected paper areas as a sheet rolls over a drum. (www.whatis.techtarget.com/differences/printer). Some printers only print in black and white, but most include a color option as well nowadays.

Canon Inc. is a Japanese multinational corporation specialized in the manufacture of imaging and optical products, including cameras, camcorders, computers, printers, and medical equipments. Its headquarters are located in Ota, Tokyo, Japan. For many years, Canon Inc. was the principal maker of the print engines found in industry. In late 2014, Canon Inc. releases its newest type of printer. It is Canon PIXMA iP2770 series printer. The stylish PIXMA iP2770 combines quality and speed for easy photo printing at home. 2pl ink droplets, 4800 x 1200 dpi resolution and Chromalife 100+ ensure crisp, sharp text and color printing that lasts. (www.canon.co.id/personal-products/inkjet-printers/pixma-ip2770).

To facilitate the users in operating the printer, Canon Inc. released manual text. The manual text is attached by the printer. Or people can
download it freely in Canon official website www.canon.com. The manual text is available in English, Chinese, Thai, and Indonesian. The content of manual text is written as complete as possible to give clear information as the guidance for the users. The contents in this manual text are Getting Started, Checks the Included Items, Turn the Power On, Turn the Power Off, Install the FINE Cartridges, Load Paper, Install the Software, Try Using the Printer, Print Photos from a Computer, Maintenance, and Specification.
CHAPTER III
RESEARCH METHODOLOGY

A. Research Type and Design

Edi Subroto (1992:31) states that research method is aimed to determine the steps of doing the research and to answer the questions stated in problem statement. In this research, the researcher applies a descriptive qualitative method. By using descriptive qualitative method, the researcher only collects, classifies, analyzes the data then draws a conclusion. According to Sutopo (2002:35), in qualitative research, the data collected are in the forms of words, sentences, pictures, or videos which more valuable than number of frequency. A further explanation about qualitative research is also given by Cresswell (1998:15):

“Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyze words, reports detailed views of informants, and conducts the study in a natural setting.”

In this research, the researcher uses the data from Canon PIXMA iP2770 manual text and video recordings from respondents in operating printer to assess readability of the manual text. Five respondents who never operate printer follow the procedure steps listed in manual text. The video recordings of each respondent are described in this research to find out the difference result of it. The difference result is caused by some factors which influence the quality of translated manual text. The factors can be derived
from inside or outside of the respondents (background of the respondents, inappropriate target language’s diction, or uncommon word used in target language, etc.)

This research also employs a single embedded-case study since the researcher only focuses on a particular aspect of research. In this study, the researcher focuses on the analysis of readability quality assessment and the factors influenced from the translation of Canon PIXMA iP2770 manual text. Sutopo (2002:112) says that a research is called a single embedded-case study if it focuses on only one characteristic. As mentioned above, this research only analyzes the readability aspect and the factors which influence the readability of the manual text.

B. Data

Data are the important things in a research because the research will be successful if there are data gathered to be analyzed by the researcher. Data can be found from many things such as table, graphic, books, pictures, video recordings, etc. This research uses two data. The first data include all words, phrases, clauses, and sentences found in Canon PIXMA iP2770 manual text. In this study, several first data are also completed with pictures, which have function to support the data. The second data are the video recordings from the respondents in operating and maintaining process of Canon PIXMA iP2770 series printer. Sutopo (2002:50-54) states that source of data in qualitative
research can be informant, event, activity, place, and document. The data of this research are taken from two sources: documents and informants.

1. Documents.

Existing records often provide insights into a setting or group of people that cannot be observed or noted in another way. This information can be found in document form. Lincoln and Guba (1985, in Seno, 2008:22) define a document as “any written or recorded material” not prepared for the purposes of the evaluation or at the request of the inquirer. Oxford Advanced Learner’s Dictionary defines document as a piece of written, printed, or electronic matter that provides information or evidence or that serves as an official record. In short sentence, document is data that can be used as a proof or evidence of something. It can be in form of written, photograph, and recording of something. The documents used in this research as the data are English manual text of Canon PIXMA iP2770 and its Indonesian translation. Besides, there are video recordings taken from the respondents when they are doing the procedures process in operating and maintaining the printer. These video recordings can be analyzed as the source of data to determine the quality of translation in term of readability.

2. Informants.

The informants have significant role to check the quality of the translated text. As stated by Sutopo (2002:50) that the position of informants in qualitative research is very important because they have information. In this case, there is only one group of informants consisting of five respondents who
assess the readability of manual text translation by doing the procedures written in the manual text. In this research, as stated above, the researcher chooses five respondents. All respondents do not have personal printer in their house so that they never operate and maintain the printer before. The respondents who are willing to be included in this research are not divided by age, educational background, social status, etc. The researcher asks everyone who never operate the printer to be respondents in this research so that they will experience by themselves in handling the operation of the printer.

C. Sampling Technique

This research employs purposive sampling technique to sample informant assigned to determine the readability quality of translation, in this case is to determine the readability. According to Paton (1980, in Maharani, 2006:24), purposive sampling is applied when someone wants to learn something and come to understand something about certain cases without needing to generalize to all such cases. In selecting the sample, the researcher has to choose the source of data that could give the information about the problems of the research. There are no specific criteria for being respondent in this research. The researcher chooses five people who never operate printer so that they will experience by themselves in handling the printer’s maintenance. The respondents in this research can be students, workers, etc in all range of ages. The respondents just need to operate the printer by reading the
Indonesian translation guidelines which are written in Canon PIXMA iP2770 manual text.

**D. Method of Data Collection**

As written above, data collection is the process of gathering and measuring information on targeted variables in an established systemic fashion, which then enables one to answer relevant questions and evaluate outcomes. In collecting the data, the researcher employs three methods, namely content analysis, performance test, and in-depth interview.

1. **Content Analysis**

Krippendorff (1969, in Sasongko, 2013:22) defines content analysis as the use of replicable and valid method for making specific inferences from text to other states or properties of its source. The object of content analysis in qualitative research can be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes, documents, etc). In content analysis, the researcher collects the data by analyzing the content of the English and the Indonesian translation of the manual text. In this research, the data used include all words, phrases, clauses, and sentences of the Canon PIXMA iP2770 manual text in parts “Turn the Power On”, “Install the FINE Cartridges”, “Load Paper”, “Try Using the Printer”, “Print Photos from a Computer”, and “Turn the Power Off”. Some data in this manual text are also completed with pictures.
2. Performance Test

Performance test is a way of measuring the quality of technical translation by having readers’ performance. This test measures the quality of the technical translation by asking the readers to perform a task using the instruction of the translated text. Nababan (2004:58) states that if the readers can repair the equipment by reading the translation, means that it is accurate in content. In this research, five respondents as the target readers are operating the Canon PIXMA iP2770 printer series using Indonesian translation as their guidance.

3. In-depth interview

Interviewing is a method of data collection used in the qualitative research in which the researcher asks open-ended questions orally and records the respondent’s answers. Burgess (1984, in Adang, 2012:33) states that the in-depth interview is often described as a form of conversation and the method of the interview as being conversation with a purpose. Kvale (1996:56) identifies seven stages in the complete in-depth interview process:

1) Thematizing : clarifying the purpose of the interview.

2) Designing : laying out the process through accomplish the purpose.

3) Interviewing : doing the actual interview.

4) Transcribing : creating a written text of the interview.

5) Analyzing : determining the meaning of the information gathered in the interview in relation to the purpose of the study.
6) Verifying : examining the reliability and validity of the information
7) Reporting : telling others what you have discovered.

E. Technique of Data Analysis

In this research, the data used are the manual text of Canon PIXMA iP2770 manual text and its Indonesian translation, and also video recordings of five respondents in operating the printer. After the video recordings are obtained from the five respondents, the researcher analyzes the video to find out the result of each respondent. The difference result is caused by some factors; one of them is caused by translation technique used by the translator in translating this manual text for example the translator chooses inappropriate technique in translating the manual text. If the respondents have no difficulty in operating the printer by reading the translated manual text, this manual text can be categorized as readable translation. In contrast, if the respondents seem to face little difficulty in operating the printer by reading translated manual text, the researcher conducts in-depth interview to know the reason. This can be caused by misunderstanding of the procedures in manual text or because of the factor inside the respondent itself. In the end, the result of video recordings from five respondents can be analyzed and compared each other.
F. Research Procedures

This research is conducted in the following procedures:

1. Reading English-Indonesian version of Canon PIXMA iP2770 manual text.

2. Collecting the data from the manual text categorized as procedure text.

3. Codifying the data to make it easier to be analyzed.

   Here is the example:

   **CPGS-P:5(2)/002**

   **ST** : Press the **ON** button (A) to turn on the printer.

   **TT** : Tekan tombol **ON** (A) untuk menyalakan pencetak.

   Notes:

   **CPGS** : refers to the title of the manual text Canon PIXMA iP2770 Getting Started.

   **P:5(2)** : refers to the page consisting the data.

   **002** : refers to the number of data.

4. Recording the process of five respondents in operating printer by using Indonesian translation manual text as their guidance.

5. Interviewing the respondents based on their activity during recording process.

6. Analyzing and re-observing the respondents’ activity through the video recordings.

7. Drawing the conclusion of the result.