CHAPTER III
RESEARCH METHODOLOGY

A. Research Types and Design

Descriptive-qualitative method is applied by the researcher in this study. According to Nazir (1988) the descriptive method is used to create a description systematically, factual and accurate about the facts, characteristic and relationships between the investigated phenomena. This research examines the quality of literary work and the phenomena that exist in it. Moreover, descriptive method is required in collecting, summarizing, and interpreting the data which is gained by the researcher, and then the data is processed to create clear, directive, and comprehensive descriptions from the research problem. In this research, qualitative study is applied also by the researcher. Miles and Huberman (1994) state that the data used in qualitative research is in the form of words instead of numbers of statistics. Since the data of this study are sentences which are accommodating directive speech acts, the qualitative method is required in this research.

B. Data and Source of Data

The data of this research were obtained using document analysis and interview.

1. Document

The data of this research are sentences which are accommodating directive speech acts found in the dialogue of the children movie entitled; The

The researcher uses some theories from the experts to analyze the types of directive speech acts, the techniques used by the translator and the impact of the techniques to the translation quality. The supporting theories are found in some journals, literary books, thesis, internet source and dictionaries.

2. Informants

The research also uses the data taken from the questionnaire which were answered by the raters and the respondents in the form of information about the quality of translation. Three raters are involved in this research to maintain the quality of the translation. They hold an important role to assess the translation quality in terms of accuracy and acceptability. There are some criteria that should be fulfilled by the raters, such us:

- Mastering both English and Bahasa Indonesia.
- Mastering translation theory and having enough experience in the field of translation.
- Mastering the subject matter, especially in directive speech acts.
- Having competencies as being a translator.
- Willing to participate in this research.

Then, the researcher decides to involve three raters who are capable to give assessments and opinions in terms of accuracy and acceptability of translation.
The data were also assessed by three respondents. Since the film is children animated movie, three children are involved to be respondents. They have to give assessments of readability aspect. They are 3 elementary school students who like watching movies and willing to take a part in assessing the readability of the subtitle.

The quality assessment of directive speech acts translation was got from three raters and three respondents. Their assessment and opinions become guidance in assessing the quality of translation clearly and deeply.

3. Secondary data

The researcher collected some additional information related to the film and translator of the subtitle which are taken from reviews and articles from internet. The sources used by the researcher are articles and reviews composed by others for other purpose.

C. Sampling Technique

This research uses sampling technique in this study. According to Sugiyono (2003) the sample is part of population. And sampling is a technique used to take the sample. In this research the data are taken by applying purposive sampling technique since the researcher only focuses in analyzing one part of translation. The researcher selected sentences which are accommodating directive speech acts existed in the film entitled; *The Lorax* and its subtitle.
D. Methods of Data Collection

The methods used in this research are:

1. Content Analysis

   In this research carried out content analysis by:
   
   a. Watching *The Lorax* Animated movie.
   
   b. Collecting the sentences which are accommodating directive speech acts from the script and the subtitle.
   
   c. Categorizing the data into some groups based on the type of directive speech acts.
   
   d. Determining the translation techniques applied in the target language by comparing the source text and the target text.
   
   e. Analyzing the quality of the directive speech acts translation in terms of accuracy, acceptability and readability based on the results of questionnaire.

2. Questionnaire

   The questionnaire is used for gaining the data from raters and respondents. It is beneficial for this research in determining the quality of the translation in terms of accuracy, acceptability and readability. The questionnaires used are close-open ended questionnaire so that the raters do not only give the score based on the scale of scoring the quality of translation, but they also can give comments or reasons towards their answers.
There are some parameters that can help the rater for scoring the quality of the translation. The classification of scale for accuracy, acceptability, and readability as follows:

**Table 3.1: Parameter for Scoring Accuracy**

*(Taken from Nababan, Nuraeni, and Sumardiono, 2012, p.50)*

<table>
<thead>
<tr>
<th>Kategori</th>
<th>Skor</th>
<th>Parameter Kualitatif</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terjemahan</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akurat</td>
<td>3</td>
<td>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran; sama sekali tidak terjadi distorsi makna.</td>
</tr>
<tr>
<td>Kurang Akurat</td>
<td>2</td>
<td>Sebagian besar makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber sudah dialihkan secara akurat ke dalam bahasa sasaran. Namun, masih terdapat distorsi makna atau terjemahan makna ganda (taksa) atau ada makna yang dihilangkan, yang mengganggu keutuhan pesan.</td>
</tr>
<tr>
<td>Tidak Akurat</td>
<td>1</td>
<td>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (deleted).</td>
</tr>
</tbody>
</table>
Table 3.2: Parameter for Scoring Acceptability

(Taken from Nababan, Nuraeni, and Sumardiono, 2012, p.51)

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berterima</td>
<td>3</td>
<td>Terjemahan terasa alamiah; istilah teknis yang digunakan lazim digunakan dan akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan sudah sesuai dengan kaidah-kaidah bahasa Indonesia.</td>
</tr>
<tr>
<td>Kurang</td>
<td>2</td>
<td>Pada umumnya terjemahan sudah terasa alamiah; namun ada sedikit masalah pada penggunaan istilah teknis atau terjadi sedikit kesalahan gramatikal.</td>
</tr>
<tr>
<td>Tidak</td>
<td>1</td>
<td>Terjemahan tidak alamiah atau terasa seperti karya terjemahan; istilah teknis yang digunakan tidak lazim digunakan dan tidak akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan tidak sesuai dengan kaidah-kaidah bahasa Indonesia.</td>
</tr>
</tbody>
</table>

Table 3.2: Parameter for Scoring Readability

(Taken from Nababan, Nuraeni, and Sumardiono, 2012, p.51)

<table>
<thead>
<tr>
<th>Category</th>
<th>Weight</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berterima</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kurang</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tidak</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Tingkat Keterbacaan

<table>
<thead>
<tr>
<th>Tingkat</th>
<th>3</th>
<th>Kata, istilah teknis, frasa, klausa, kalimat atau teks terjemahan dapat dipahami dengan mudah oleh pembaca.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tingkat</th>
<th>2</th>
<th>Pada umumnya terjemahan dapat dipahami oleh pembaca; namun ada bagian tertentu yang harus dibaca lebih dari satu kali untuk memahami terjemahan.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tingkat</th>
<th>1</th>
<th>Terjemahan sulit dipahami oleh pembaca</th>
</tr>
</thead>
</table>

Keterbacaan

Rendah

3. In Depth Interview

The last method of collecting data is interview. There was an informal interview with the informants to discuss the answer of the questionnaire. This interview was done to discuss and decide the final assessment of the translation quality in terms of accuracy and acceptability.

E. Techniques of Data Analysis

The steps taken for analyzing the data are:

1. Categorizing the directive speech acts from source text.
The researcher analyzed the sentences which are accommodating directive speech acts found in the dialogues of source text to categorize the type of directives into some groups.

2. Analyzing the techniques used for translating sentences which are accommodating directive speech acts.

The researcher analyzed the data to find out the techniques used by the translator to translate the sentences which are accommodating directive speech acts.

3. Making and distributing the questionnaire to the raters.

The researcher made open-ended format questionnaire and gave it to the raters.

4. Interviewing the raters

It was done to discuss their opinion towards their assessment and decide the final assessment of accuracy and acceptability aspects.

5. Distributing the questionnaire to the respondents and accompanying the respondents in assessing the readability of translation.

The researcher accompanied the respondents watching the movie and assessing the readability of translation. Some questions were also given to test the children’s understanding. If there is a datum that they were not understood, they gave their reason.

6. Analyzing the quality of the translation.
The researcher analyzed the quality of the translation based on the results of questionnaire given to the raters. The researcher also explained the reasons of the raters towards their answered. After analyzing the quality based on the questionnaire, the researcher gave personal final assessment.

7. Drawing conclusion and making recommendation

The last steps of the techniques of data analysis were drawing the conclusions based on the whole research. The recommendations were also made for the readers to read some beneficial sources.

**F. Research Procedures**

In conducting this research, there are some procedures that must be done by the researcher. The procedures are:

1. Determining the research topic

   The topic of this research is the techniques used in translating sentences which are accommodating directive speech acts found in the dialogue of the film entitled *The Lorax* and its subtitle. Moreover, this research also analyzes the impact of the techniques used to the quality of translation.

2. Finding the object of the research

   The sentences which are accommodating directive speech acts found in the dialogue of the film entitled *The Lorax* and its subtitle are the object of this research.
3. Collecting the data in the form of sentences accommodating directive speech acts from the scripts and their translation.

4. Numbering and encoding the data which have been collected as follows:

Table 3.4: The Example of Datum numbering

<table>
<thead>
<tr>
<th>No.</th>
<th>Source text</th>
<th>Target text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hey, do you want to see something cool?</td>
<td><em>Hei, kau ingin melihat hal yang keren?</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(TT/01/00:05:19)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(ST/01/00:05:19)</td>
</tr>
</tbody>
</table>

- ST/01/00:05:19 : ST means source text, 01 means the number of the data, and 00:05:19 refers to the time when the dialogue can be heard.

- TT/01/00:05:19 : TT means target text, 01 refers to the number of the data, and 00:05:19 refers to the time when the subtitle appears in the screen.

5. Classifying the data based on the types of directive speech acts.

6. Analyzing the data by comparing the ST and the TT to find out the translation techniques.

7. Arranging the questionnaire to assess the quality of the translation in terms of accuracy, acceptability, and readability.
8. Distributing the questionnaire to the raters and respondents to get score and comments.

9. Analyzing the translation quality based on the questionnaire distributed to the raters and respondents

10. Finding the correlation between the techniques used by translator and the quality of its translation.

11. Drawing conclusion and making recommendation.