CHAPTER III

RESEARCH METHODOLOGY

A. Research Type and Design

This research is descriptive qualitative research and a single embedded case study. This research belongs to descriptive research because this study describes existing phenomenon systematically. According to Sutopo (2002:111), descriptive research has the function to specifically describe a phenomenon that happens in a field of study. Descriptive methods were applied in analysing the selected data and identify the data qualities. This research is a translation research focusing on a translation product. The researcher describes the techniques used in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey and their impact on the quality.

This research is a qualitative research because the data of this research are words and phrases which are culinary terms from the movie entitled Chef and The Hundred-foot Journey. Sutopo (2002:35) said that the data in qualitative research are words, sentences, or pictures that have stronger meaning than numbers and frequencies.

This research is a single-embedded case study. Stake (in Creswell, 2003:15) stated hat in case studies, the researcher explores a single entity or phenomenon which is bound by time and activity (program, event, process, institution, or social group) and collects detailed information by using variety of data collection procedures during sustained period of time. The result of this
research is not aimed to be generalized. Embedded research means that the researcher has resolved particular variables as the major focus of the research before entering the research sites (Sutopo 2002: 111).

B. Data and Source of Data

The data of this research are culinary material culture terms in the forms of words and phrases in English and their Indonesian translation in two movies entitled Chef and The Hundred-foot Journey and also statement from the raters about the translation quality. The data for this research were collected from two sources of data. The first source of data is document, which consists of movies entitled Chef and The Hundred-foot Journey, and the second data source consists of informants who are validator who validated the data and raters who assessed the accuracy and acceptability of the translation of culinary material culture terms.

A. Document.

The documents involved in this research are the movies entitled Chef and The Hundred-foot Journey. The researcher chooses those sources of data because those movies are about cooking and contain many culinary terms and both movies are international box office movies.

B. Informants

1. Validator

The validator validated the data in terms of words or phrases which are culinary material culture terms collected by the researcher in order to gain
qualified data for the research. The validator validated the data by reading the data collected by the researcher and sorting the qualified data to be analysed.

2. Raters

Three raters were chosen to assess the accuracy and acceptability of the translation. The raters were asked to assess the accuracy and acceptability of the translation of culinary material culture terms in the movies. The data were gained by means of questionnaire given to the raters to assist them in assessing the accuracy and acceptability of the translation of culinary material culture terms.

C. Sampling Technique

This research applied purposive sampling to determine the source of data. Sampling technique is applied on the movies entitled Chef and The Hundred-foot Journey and their subtitle. Since the researcher focuses only on the translation of culinary material culture terms, the researcher only picks culinary material culture terms from both movies as data for this research.

Purposive sampling is also applied in selecting the informants. The informants should fulfil some criteria considering the importance of their role. The criteria of the informants are as follows:

A. The criteria of the validator are:
   1. Mastering culinary terms
   2. Having enough experience in the culinary world

B. Some criteria for selecting the raters are:
   1. Mastering both Bahasa and English
2. Having enough experience or knowledge about translation
3. Understand the theory of translation
4. Willing to take part in the research

D. Method of Data Collection

In collecting the data, the researcher employed three methods of data collection: content analysis, questionnaire distribution and interview. The methods which are applied are as follows:

A. Content Analysis.

1. Watching the culinary movies Chef and The Hundred-foot Journey movies and their Indonesian subtitles.

2. Collecting the culinary material culture terms and its translation in the culinary movies Chef and The Hundred-foot Journey and their Indonesian translation.

3. Giving number to each datum

Each datum is given a code to make it easier in analysing the data. The data number will be given with the following format: datum number - the name of the movie where the datum is collected - source or target language - time when the text appears.

Example 1:

02/THFJ/SL/00:13:30,920--00:13:32,126 we had in the larder.

2 \rightarrow \text{refers to the data number}
THFJ \rightarrow text refers to movie title
SL \rightarrow text refers to Source language
00:13:30,920--00:13:32,126 \rightarrow text refers to time

Example 2:
36/CHEF/TL/01:10:41,640--01:10:43,051 3 iris babi segar.

36 \rightarrow text refers to data number
CHEF \rightarrow text refers to movie title
TL \rightarrow text refers to Target language
01:10:41,640--01:10:43,051 \rightarrow text refers to time

B. Questionnaire Distribution

Questionnaire distribution is used to gain information from the raters. Questionnaire is important for this research considering that the researcher needs information about translation quality and comments from raters. The information and comments are used to analyse the translation quality.

The questionnaire given contains closed-ended and open-ended questions. Close-ended questions are used in assessing translation quality based on the instrument of translation quality assessment proposed by Nababan, Sumardiono and Nuraeni (2012). Open ended questions are used in order to gain more information from the raters provide. A column was provided in each question to accommodate informants’ comments.

To assess the quality of the culinary material culture term translation, the researcher used the translation quality assessment instrument proposed by Nababan, Sumardiono, Nuraeni (2012).
Table 3.1 Translation Assessment Instrument

By Nababan, Sumardiono, Nuraeni (2012)

Instrumen Penilaian Keakuratan Terjemahan

<table>
<thead>
<tr>
<th>Kategori Terjemahan</th>
<th>Skor</th>
<th>Parameter Kualitatif</th>
</tr>
</thead>
<tbody>
<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 guida (taksas) 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>

Instrumen Penilaian Tingkat Keberterimaan Terjemahan

<table>
<thead>
<tr>
<th>Kategori Terjemahan</th>
<th>Skor</th>
<th>Parameter Kualitatif</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 Berterima</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 Berterima</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>

C. Interview

Interview is a process to gain more information after the questionnaires were collected. The researcher interviewed the informants to clarify their answers in the questionnaires to gain more valid data.
E. Technique of Data Analysis

In this qualitative research, the data were analysed through four steps: domain analysis, taxonomy analysis, componential analysis, and finding cultural values (Spradley in Santosa 2012:55). The analysis process can be linear or circular, which makes the researcher able to redo the analysis from beginning or from the middle of the analysis if there are any data mismatches. The process of analysis can be illustrated in the scheme below.

Scheme 3.1. The scheme of data analysis by Spradley

(Adapted from Spradley in Santosa 2012)

Based on the model analysis above, the analysis of this research as follows.

1. Domain Analysis

Domain analysis is a process where the data are separated from other components which do not belong to data (Santosa, 2012). In this step the data used for this research which are culinary material culture terms from Chef and The Hundred-foot Journey in the forms of words and phrases were separated from the words and phrases not related to the topic of the research.
2. Taxonomic Analysis,

In taxonomic analysis the data are classified based on their category (Santosa, 2012). The data are classified based on translation techniques and quality.

3. Componential Analysis,

In this step the relation of each component is analysed. In this case the components are culinary material culture, translation techniques, and translation quality.


In this step, the researcher linking the pattern from componential analysis and other supporting theories. In this case the researcher linking the material culture, culinary terms, techniques, accuracy and acceptability.

F. Research Procedure

This research was conducted by using some steps as follows:

a. Determining the research topic, in this case is the analysis of translation technique and quality of culinary material culture terms.

b. Choosing the document to be analyzed, in this case are movies entitled Chef and The Hundred-foot Journey and their subtitles taken from the internet (www.subscene.com).

c. Collecting and retyping the data in the form of culinary material culture terms and their translation

d. Validating the data to the key informant/validator
e. Numbering and giving code to each datum
f. Distributing questionnaire to the raters to gain their statement about the translation quality
g. Analyzing the translation techniques and their impact on the quality
h. Drawing conclusion