

CHAPTER III

RESEARCH METHODOLOGY

3.1 Methodology of Research

This study used the approach of descriptive qualitative and method of content analysis.

Sugiyono said, qualitative work is done on natural objects. The natural object is one that develops in accordance with reality, not manipulated by researchers and the presence of researchers does not affect the dynamic in the object. In its qualitative study its instrument is a person or human instrument, which is the researcher. To serve as instruments, researchers must have broad insights and theories, enabling them to question, analyze, photograph, and construct the social situations that are studied to become clearer and meaningful. The inductive data analysis based on facts found later constructs into hypothesis or theory.¹ Thus, qualitative methods are used to obtain deep data, a data of meaning.

According to Gay, descriptive research involves collecting data in order to answer the relevant the current state of the object research and research questions. Type of research involved critical thinking

¹ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*, cet. Ke-19. (Alfabeta: Bandung, 2015), 8.

skills and evaluation of facts and information relative to research implement. In the analysis and research, researchers must use facts or existing information, and analyze these to make it the key material evaluation.²

As Krippendorff say, content analysis is a research technique used to repetitions and reproductions from text (or other meaningful material) to its context of use. As a technique for analyzing content, it provides new insights, enhances researchers' understanding of certain phenomena, or provides information on actual actions. Expected reliable techniques. This means that researchers working at different times and possibly in different environments should get similar results when applying the same technology to the same data. Research must also provide a valid result, in that the research effort is open to careful examination and fruitful statements can be established in spite of independent evidence.³

Content analysis design according to Krippendorff. The usual steps a researcher takes to design the components of the necessary content analysis to continue from text analysis to results. These

² L. R. Gay, *Educational Research*, 10th ed. (Pearson: UK, 2012), 625.

³ Klaus, Krippendorff, *Content Analysis: An Introduction to Its Methodology*, 2nd ed. (SAGE: Thousand Oaks, 2004), 18.

components serve to isolate, conceptualize, discuss, and evaluate the design of content analysis step by step.

1. Unitizing: relying on unitizing schemes. The first step in deciding what research topics and media content to use, relevant research problems should be generated.
2. Sampling: relying on sampling plans. The second step sampling allows analysts to be economical on research efforts by restricting observations to subsets that can be managed by units that are statistically or conceptually representing the sets of all possible units, population or text such as literature.
3. Recording/coding: relying on coding instructions. Coding is the need of researchers to create lasting records of other temporary phenomena. Once the phenomenon is recorded, analysts can compare it across time, apply different methods, and mimic the analysis of other researchers. Hence, the content of analysis needs to change unedited text, original image and voice into analyzed representations.
4. Reducing data into manageable representations: rely on established statistical techniques or other methods to aggregate or simplify data. Reduce data to satisfy analysts' need for efficient presentation, especially large amounts of data.

5. Abductively inferring contextual phenomena: Inductively inferring contextual phenomena from the text moves the analysis beyond the data. It bridges the gap between the descriptive description of the text and its meaning, signification, inclusion, provocation or reason. It points to phenomena not observed in the context of interest to the analyst. In content analysis, this guarantee is provided by analysis structures that are supported by all known information about the context.
6. Narrating the answer to the research problems: rely on the narrative tradition or code convention established within the content analyst discipline. Narrating the answers to the content analyst's questions is equivalent to allowing the researcher to make other people understand their results. Sometimes this means explaining the actual meaning of research results or their contribution to the existing literature.

The focus of this study is on translation technique and figurative language, the technique use by the writer is modulation and the existence of figurative language that found by translator on translating *Pride and Prejudice* from English novel into Indonesian novel.⁴

⁴ Klaus, Krippendorff, *Content Analysis: An Introduction to Its Methodology*, 83.

3.2 Unit of Analysis

The data for this study is the novel "Pride and Prejudice" written by Jane Austen produced in 1813 and translated into Indonesia in 2014 by Berliani Mantili Nugrahani. SL is English, and TL is Indonesian. The data source of this research is Austin's novel "Pride and Prejudice", and then the data of this research is divided into two data, primary data and secondary data. The primary data is written text, with figurative language forms and modulation methods used by the author, which can be found in both the English and Indonesian versions of the novel. The second data is used sources such as books, e-journals, final projects and the Internet.

3.3 Instrument of Research

Instrument of the research in this study is writer, the writer has thirth roles as instrument of research, namely data collector, data observer and data reporter. Before that, the first, writer reads the original novel and its translation. The second, writer collects all phrases or sentences containing concrete language as a data collector. Then, as a data observer, the writer analyzes the data and classifies it into the type of figurative language, and also analyzes the type of modulation that the translator is using. At the same time, as a data

reporter, writer use text to describe and report analysis results, because the research is a descriptive qualitative method.

3.4 Data Collection Techniques

To collect the data, the writer follows the steps below:

1. Reading the original and the translation
2. Identify the data from the source language to the target language that includes modulation translation techniques
3. Underlining the sentence in the novel that contain modulation translation techniques and figurative language existence in modulation, then analyze it as data
4. The data are placing together side by side in the table

3.5 Data Analysis Techniques

The data analysis process in this study uses descriptive qualitative research. The title is "Pride and Prejudice." In order to obtain the data, first, the writer finds out and classifying the modulation in the novel. Second, the writer finds out and classifying the figurative languages in the novel. The data is obtained through the following steps:

- 1 The writer creates the data into two tables. Afterwards divide the data became, the first tables are the source language, the second tables are the target language.

- 2 The writer classifying types of modulation that found in both of the novel "Pride and Prejudice" according to Munday.
- 3 The writer classifying the figurative language based on Gibbs that contained in the modulation.
- 4 The writer analyzing and describing both of the data to validate the classification

001/CS/META & H/9/53:70

Source Language	Target Language
‘I have been used to consider poetry as the <i>food</i> of love,’ said Darcy. (p.53)	‘Aku pernah beranggapan bahwa <i>puisi adalah gizi bagi cinta.</i> ’ kata Darcy. ... (p.70)

Data 001 indicates that a translator used the Change of Signs type of modulation in translating the sentence. In the word food (=makanan) translated 'gizi' sign changes needed to shift lexicon to express a different meaning from the word seen.

In data 001, the sentence *poetry as the food of love* contains a figurative language which is Metaphor that compares the two objects between poetry and nutrition, where love becomes stronger if nourished by poetry. It also contains another figurative language called Hyperbole. The sentence describes poetry in exaggerated, because it could be poetry can destroy love as happened to Elizabeth's sister Jane.

002/ON/H/11/66:86

Source Language	Target Language
<p>‘When I have a house of my own, <i>I shall be miserable if I have not an excellent library.</i>’ (p.66)</p>	<p>‘Jika aku punya rumah sendiri, <i>aku akan merana jika perpustakaanmu buruk.</i>’ (p.86)</p>

The data 002 above illustrates the translator using the Opposite of Negation type of modulation. In the sentences *i shall be miserable if i have not an excellent library* considered negative because it is accompanied by words that are literally negative 'have not'. The sentence is translated into 'aku akan merana jika perpustakaanmu buruk' indicate positive things, marked by the use of 'perpustakaanmu buruk', which is positive.

In data 002 it contains a figurative language called Hyperbole, as Miss. Bingley here attempted to impress Mr. Darcy by describing the extreme grief she felt for her reading if she had a poor library. She may be unhappy but miserable is exaggerated. She tried to express how educated she was by telling how important books were to herself.

Data coding explanation:**001/CS/S/9/53:70**

001 = data number

CS = types of modulation

- S = types of figurative language
 9 = chapter of the Novel
 53 = the page number of SL placed in the source data
 70 = the page number of TL placed in the target data

Types of Modulation:

- AC= Abstract for Concrete RT= Reversal Terms
 EM= Explicit Modulation ST= Space of Time
 PAP= a Part for Another Part IL= Interval and Limit
 ON= Opposite of Negation CS= Change of Signs
 AP= Active for Passive

Types of Figurative Language:

- Meta = Metaphor Img = Imagery
 S = Simile Irn = Irony
 H = Hyperbole Idm = Idiom
 P = Personification Meto = Metonymy

- 5 After analyzing the both from the collected data, the writer came to the conclusion of this study and use simply formula to answer the second research problems then to support the data analyzing.