

CHAPTER III

RESEARCH METHODOLOGY

A. Research Type and Design

Research type and design need to be defined in order to get the expected results. Kumar (2011, p. 8) divided the types of research according to the viewpoint of application, objectives, and enquiry mode.

In the perspective of application, this research belong to applied research as opposed to pure research. Kumar (2011, p. 9) proposed that applied research is intended to gather information in various aspects of problems or phenomenon and that the result can be applied for other purposes, such as policy making, administration, or further understanding in a problem or phenomenon. Based on the explanation above, this research belongs to applied research in translation study with purpose of giving reference in the translation of technical terms.

In the perspective of research objective, as proposed by Kumar (2011, p. 9), this research belong to descriptive research, that is to describe phenomenon systematically. In this case, the researcher described the translation techniques and translation quality of technical term translations.

Furthermore, in the perspective of mode of inquiry used in the research, as proposed by Kumar (2011, pp. 10–11), this research belongs to qualitative research. It is because the data analyzed by the researcher are in the form of words and phrases and the researcher aimed at observing the variation in the translation techniques and the translation quality. Furthermore, the researcher only described

the phenomenon and not quantifying it. In addition, this research is product oriented. It means that the researcher only analyzed the translation results and not the translation processes.

Yin (2003, p. 39) proposed four types of research design, namely: single-case (holistic) designs, single-case (embedded) designs, multiple-case (holistic) designs, and multiple-case (embedded) designs. According to the theory stated by Yin, this research belongs to single-case (embedded) study because the researcher only analyzed the phenomenon in one pair of texts, namely *Search Engine Optimization Starter Guide* and its Indonesian translation, *Panduan Memulai Pengoptimalan Mesin Telusur*. This is classified as embedded study because the research result's validity cannot be applied in another phenomenon.

B. Data and Sources of Data

The sources of data of this research are documents and informants.

1. Documents

The primary data was taken from the *Search Engine Optimization Starter Guide* in English version and its Indonesian translation, *Panduan Memulai Pengoptimalan Mesin Telusur*. Both were published by Google team officials in 2010. The data taken were the technical terms about SEO (Search Engine Optimization) from the source text and their translations in the target text. The researcher also used glossary lists as parallel texts to validate the data in term of technical terms. The explanation about parallel text will be elaborated more on the following sub-chapter.

2. Informants

The other primary source of data were informants who helped to analyze the translation techniques and translation quality of the technical terms. The criteria of the informants are listed in the following sub-chapter.

C. Sampling Technique

There were two sampling technique in choosing the data and the informants.

1. Purposive sampling

For choosing the data in the form of document, the researcher used purposive sampling technique by choosing the *Search Engine Optimization Starter Guide* as a technical text that certainly contained sufficient amount of technical terms.

The text *Search Engine Optimization Starter Guide* as the source of data was chosen based on the following criteria:

- a) The text was written in English
- b) It has been translated into Indonesian
- c) It was written and translated by the Google team official
- d) It can be accessed online or downloaded as a pdf file
- e) It contains sufficient amount of technical terms as data

2. Criterion-based sampling

To choose the informants, the researcher used criterion-based sampling. The raters who analyzed the translation technique were chosen with the following criteria:

- a) mastering the theory of translation,
- b) mastering English and Indonesian, and
- c) willing to participate in this research.

The raters who helped to assess the accuracy and acceptability were chosen with the following criteria:

- a) mastering theory of translation,
- b) mastering English and Indonesian,
- c) having interests in the field of SEO or internet marketing and/or computer science, and
- d) willing to participate in this research.

The informants who helped to assess the readability were chosen with the following criteria:

- a) having good understanding of Indonesian,
- b) having interests in the field of SEO or internet marketing and/or computer science, and
- c) does not have the access to the ST (English version of *Google's Search Engine Optimization Starter Guide*)
- d) willing to participate in this research.

D. Methods of Data Collection

There are two methods of data collection:

1. Content analysis

The content analysis was done to obtain the data in the form of technical terms. First, the researcher read the *Search Engine Optimization Starter Guide*

thoroughly. At this step, the researcher gave marks on the terms that were suspected as technical terms.

The researcher then used the parallel texts in terms of SEO glossary lists to validate the data. There were three glossary lists that were used in this step. They were the glossary list from the *Search Engine Optimization Starter Guide* itself, the SEO glossary list from Moz.com, and the glossary list from Morningscore.io. Moz.com and Morningscore.io were used to complement the glossary list from the main text since the glossary list in the main text did not include all of the technical terms. Furthermore, both Moz.com and Morningscore.io are company operating in SEO field. At this step, the researcher matched the data that were previously collected by the researcher with the data from the parallel texts. The researcher kept the data that were listed in at least one of the parallel texts. The data that were not listed in any of the parallel texts were removed from the tabulation.

After obtaining the valid data of technical terms in English, the researcher read the Indonesian version of the text to get the translation of technical terms. After that, the codes of data were given. It was aimed to label each datum an identity to be simply recognized. It made the researcher analyzed the datum easier.

After that, the researcher arranged the questionnaire to get the information about the translation technique and translation quality. The researcher then classified the translation techniques used to translate the technical terms using Molina and Albir (2002) theory and analyzed the translation quality using the instruments from Nababan et al. (2012).

2. Focus Group Discussion (FGD)

The researcher used FGD to validate the translation technique and to assess the translation quality in form of accuracy and acceptability.

During the FGD, the researcher involves two raters to discuss the translation techniques used in the translation of technical terms and the translation quality on technical terms as well. The raters were Sumardiono, S.S., M.Hum. (a lecturer on Linguistics and Translation Studies) and Alfian Yoga Prananta, S.S., M.Hum. (a lecturer on Linguistics and Translation Studies and a photographer who is active on Instagram and having interest in online marketing).

In conducting the FGD, the researcher gave rubrics to the raters. The rubrics consisted of data that were collected by the researcher. The FGD here was open-ended where the raters had the opportunity to provide explanations, arguments, and questions towards problem statements from the researcher.

For assessing translation quality in form of accuracy and acceptability, the researcher used the instruments from Nababan et al. (2012).

Table 3.4.1 Scale of accuracy

<i>Kategori Terjemahan</i>	<i>Skor</i>	<i>Parameter Kualitatif</i>
<i>Akurat</i>	<i>3</i>	<i>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran; sama sekali tidak terjadi distorsi makna</i>
<i>Kurang</i>	<i>2</i>	<i>Sebagian besar makna kata, istilah teknis, frasa, klausa,</i>

<i>Akurat</i>		<i>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.</i>
<i>Tidak Akurat</i>	<i>1</i>	<i>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (deleted).</i>

Based on the table above, technical terms are accurately translated if they have the correct equivalent words or correct description which are recognized in the target language. The terms are less accurate if the translation have ambiguous or distorted meaning that affect the completeness of the messages. The translations are inaccurate if the terms in the target language have incorrect meaning or deleted.

Table 3.4.2 Scale of acceptability

<i>Kategori</i> <i>Terjemahan</i>	<i>Skor</i>	<i>Parameter Kualitatif</i>
<i>Berterima</i>	<i>3</i>	<i>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</i>
<i>Kurang</i>	<i>2</i>	<i>Pada umumnya terjemahan sudah terasa alamiah;</i>

<i>Berterima</i>		<i>namun ada sedikit masalah pada penggunaan istilah teknis atau terjadi sedikit kesalahan gramatikal.</i>
<i>Tidak Berterima</i>	<i>1</i>	<i>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</i>

Based on the table above, the translation of technical terms are considered acceptable if the terms are naturally translated to the target language and the target readers are familiar with the terms. The translations are considered less acceptable if the technical terms are translated with the language style that is less natural. The translations are considered unacceptable if the translation uses the terms that are not common for the target readers or is not suitable to the principle of Indonesian language.

3. Questionnaire and in-depth interview

Questionnaire was used to assess the translation quality in form of readability aspect. To assess the readability of the technical terms translations, the researcher involved three respondents who were Informatics Department students or bloggers who learn about Search Engine Optimization.

The questionnaire was created based on the data that were collected by the researcher. The researcher only included the data in Indonesian since readability focuses on assessing how easy are the translations to be understood by the target readers.

After distributing the questionnaire, the data collection were followed with in-depth interview to the respondents to give clarification and to make sure that the respondents were filling up the questionnaire correctly. The researcher also asked on the reasons why some translations were rated as having medium or low readability score.

In assessing the readability, the researcher used instrument from Nababan et al. (2012).

Table 3.4.3 Scale of readability

<i>Kategori Terjemahan</i>	<i>Skor</i>	<i>Parameter Kualitatif</i>
<i>Tingkat Keterbacaan Tinggi</i>	<i>3</i>	<i>Kata, istilah teknis, frasa, klausa, kalimat atau teks terjemahan dapat dipahami dengan mudah oleh pembaca.</i>
<i>Tingkat Keterbacaan sedang</i>	<i>2</i>	<i>Pada umumnya terjemahan dapat dipahami oleh pembaca; namun ada bagian tertentu yang harus dibaca lebih dari satu kali untuk memahami terjemahan.</i>
<i>Tingkat Keterbacaan Rendah</i>	<i>1</i>	<i>Terjemahan sulit dipahami oleh pembaca</i>

Based on the table above, the translation can be classified as having high readability if the translations can be understood easily by the target readers; medium readability if the translations can be understood by the target readers but

the readers need to read it more than once; low readability if the translations is hard to understand by the target readers.

E. Technique of Data Analysis

Spradley (1997) proposed four stages of data analysis: domain analysis, taxonomic analysis, componential analysis, and cultural-theme analysis.

1. Domain Analysis

The data from this research were obtained from the *Search Engine Optimization Starter Guide* and its Indonesian translation. Domain on this research was the technical terms found on both version of the text.

2. Taxonomic Analysis

Taxonomic analysis was meant to classify the data. Data classification was applied based on the translation techniques used to translate the technical terms and the translation quality assessment of the technical terms related to the translation techniques. The researcher used the theory proposed by Molina and Albir (2002) to identify the translation techniques used by the translators to translate the technical terms. After classifying the data based on the translation techniques, the researcher identify the translation quality of the technical terms using Translation Quality Assessment model proposed by Nababan et al. (2012).

Below is the table that is used to analyze the translation technique of technical terms, followed by the table used to identify the translation quality.

Table 3.5.1 The Table of Translation Technique Analysis

No.	Source Text	Target Text	Translation Techniques

Table 3.5.2 The Table of Translation Quality Assessment

No.	Source Text	Target Text	Translation Quality		
			Accu	Acce	Read

3. Componential Analysis

Componential analysis was used to analyse the translation quality based on the translation technique and the impact of the translation technique to the translation quality.

Table 3.5.3 Table of Componential Analysis

No.	Source Text	Target Text	Translation Techniques	Translation Quality		
				Accu	Acce	Read

4. Cultural-theme Analysis

Cultural-theme analysis was meant to relate the research findings and the domain. Through this research, the researcher connected the translation technique and the translation quality that exist in the domain. The result of this research was

not generalized since the patterns identified in componential analysis were linked to the characteristic of technical terms found in *Search Engine Optimization Starter Guide* and their translations. In other word, the result of this research only focused on the translation of technical terms and might have different result when applied in other domain outside the technical terms.

F. Research Procedure

In conducting this research, the researcher used procedures as follow:

- 1) Reading the whole texts entitled *Search Engine Optimization Starter Guide*
- 2) Marking the technical terms
- 3) Consult the technical terms into SEO Glossary
- 4) Matching the technical terms in the ST and their translations in the TT
- 5) Numbering the data in the ST and TT
- 6) Arranging the questionnaires for raters and respondents
- 7) Conducting FGD in analyzing the translation techniques and assessing the translation quality in term of accuracy and acceptability
- 8) Distributing the questionnaires to the respondents to assess the translation quality in terms of readability
- 9) Collecting the scores, comments, and information from informants
- 10) Tabulating the results of the translation technique classification and the translation quality assessment
- 11) Analyzing the results of the translation technique classification and the translation quality assessment
- 12) Relate the research findings to the research findings of previous researchers

13) Drawing conclusion

14) Writing the report