CHAPTER III
RESEARCH METHOD

This present study is given with system sequences by research methodology. Considering that, conducting the present study will be drawn by some procedures in this chapter. It consists of research design, research object, research instrument, data collection, and data analysis.

3.1 Research Design

The research design is a drafting the research objective which is done by the researcher in which it explains the measurable and valid information. Collecting the data is efficiently needed in which it is the role of research design. The study will be conducted unsystematically, thus, it is a crucial part of the research.

Creswell (2014) divides the different of qualitative, quantitative, and mixed research design. Quantitative data is numbering data that can create the results to estimate the regularity. Next, qualitative is open-ended interviews that gave some different objects on the study topic and offer a complex representation of condition. And then, mixed is a synthesis between both quantitative and qualitative data.

Based on the research problem of this investigation, the research was considered as qualitative research design. Qualitative research design refers to the plan for conducting the research. In this investigation, the data, 5 BB cream
products of which products are *Wardah, Caring, Garnier, Pixy,* and *Marina* in Indonesia, were examined to figure out translation shift of verb phrase.

### 3.2 Object of Study

The object of this present study was BB cream products which are taken from the box of those products in Indonesia. The BB cream products are *Wardah, Caring, Garnier, Pixy,* and *Marina.* Those products are a bilingual language which is Indonesian and English. The picture example from one of the products can be seen below:

![Wardah BB Cream](image)

**Picture 3.1 Wardah BB Cream**

The researcher used BB cream product in this investigation because this research is still original and no one takes this object of investigation. Also, the researcher used one of the BB cream products, is *Wardah.*
3.3. Research Instrument

The qualitative research design has some features, one of them observes to the methods applied to gain and analyze data. In qualitative research, the design of instrument and analyzing of data are human investigator (Creswell, 2014). Based on this theory, the researcher used document analysis as the instrument for obtaining the data since this research involved written materials which were the 5 BB cream products in Indonesia.

3.4 Data Collection

The researcher conducted the data from 5 BB cream products in Indonesia of which products are Wardah, Pixy, Garnier, Caring, and Marina. The data were collected through the process as follow:

3.4.1 Reading the whole 5 BB cream products, both the Indonesian and English version.

3.4.2 Classifying the translation shift of verb phrase in those BB cream products with display in the table.

3.4.3 Classifying the translation shift of verb phrase in those BB cream products

Table 3.1 Translation Shift of Verb Phrase Construction on Products in Indonesia

<table>
<thead>
<tr>
<th>Name of BB cream Products</th>
<th>ST VP Construction</th>
<th>TT VP Construction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.5 Data Analysis

The researcher must be occupied with the data collections through reading and reflecting in this part. In addition, the data collections must be described, classified, and interpreted. Therefore, the researcher illustrates the data collections to the other. Creswell (2014) states that the data collected must be organized and managed. All by means, the present study must be conducted accurately and specifically. Finally, after collecting the data, the researcher analyzed it through some steps as follow:

3.5.1 Determining and classifying the kinds of translation shift of verb phrase.

3.5.2 Tabulating the VP construction and describing the translation shifts of verb phrase which are found in BB cream products.

3.5.3 The analysis table consists of three rows. The table is as follow:

Table 3.2 The Translation Shift Strategy in Translating Products in Indonesia

<table>
<thead>
<tr>
<th>NO</th>
<th>SOURCES</th>
<th>CONSTRUCTION</th>
<th>SHIFT</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ST</td>
<td>TT</td>
<td>Structure</td>
<td>Class</td>
</tr>
</tbody>
</table>

3.5.4 Drawing the conclusion