CHAPTER III
RESEARCH METHODOLOGY

In this chapter, the researcher would like to explain the theories that are relevant to research objectives which are research design, population and sample of the research, research instrument, data collection, and data analysis.

3.1 Research Design
According to (Ary, 2010) research design is the researcher’s plan how to process to gain an understanding of some group of phenomenon in its context. In other words, research design is a decision which is taken by researcher on methods and procedures for collecting and analyzing the needed information in research study in order to follow the procedure of inquiry. There are several research designs stated by (Ary, 2010) which are historical research, experimental research, ex post facto, and descriptive research. First is Historical research. This research is to analyze documents and artifacts to get the information in the past. Second is Experimental research. This research involves a study of the effect of the systematic manipulation of one variable on another variable. Third is Ex post facto. This research is similar with experimental research but the researcher does not manipulating the independent variable which has already accrued in the current status of phenomena and it is toward determining the nature of situation at the time of study.

Based on the explanation above, this research use descriptive research method because it is concerning on the status of phenomena and determining the nature of
situation at the time of this research is conducted. The current status of this subject is translation shift on caption Instagram. Furthermore, (Ary, 2010) explained that this researchers seek to understand a phenomenon by focusing on the total picture rather than breaking it down into variables.

There are five groups in qualitative methods. Those are Ethnography, Narrative, Grounded theory, Case study, and Phenomenological. (Creswell, 2014) stated ethnography is a design which comes from anthropology and sociology in which the researcher studies to shared patterns of behaviors, language, and actions of cultural group in a natural setting in period of time. Second is Narrative. (Creswell, 2014) as cited in Riessman (2008) explained narrative construct series of researchers studies in one or more individuals to provide stories about their lives. Third is grounded theory. (Ary, 2010) stated grounded theory is designed to develop a theory of social phenomena based on the field data collection in a study. Fourth is a case study. A case study involves a deep understanding through several types of data sources, especially evaluation in which the researcher can develop analysis of case, program, event, activity, and process (Creswell, 2014). The last is phenomenological. In this phenomenological research, (Creswell, 2014) as cited in Giorgi (2009) the researcher described about the understanding of phenomenon by participants environments.

Based on explanation above, this research uses case study qualitative research in order to investigate the understanding of translation shift on caption Instagram.
3.2 Research Object
Riski lestiono as the instagram’s owner of this object in this research. The reason why these object chosen was one of linguistics lecture in English Department which he post his caption by using Target Language in sIndonesian and Source Language in English. The data were collected from caption include Target Language and Source Language are taken on 4 March-26 March 2017.

3.3 Research Instrument
According to (Ary, 2010) there are two types of research instrument: primary and secondary instrument. Primary instrument is the researcher him or herself in gathering and analyzing the data while secondary instrument used to collected to the data from field work methods such as interview, observation, document analysis.

In this research, the researcher used document as secondary instrument because the researcher need to collect the data, analyzing, and get some information from the result of translation shift on caption instagram.

3.3.1 Primary Instrument
Primary instrument is used when the researcher used him or herself for collecting data in qualitative research (Ary, 2010). Based on the statement, the researcher used him or herself as the primary instrument in this study because she or he can determining focus of study, selecting information as data source, collecting data, analyzing data, and drawing a conclusion based on data analysis. In collecting the data to get the result, the researcher needs document as secondary instrument.
3.3.2 Secondary Instrument

In qualitative research, the researcher used documents to get the understanding of the phenomena under study (Ary, 2010). The examples of documents are textbooks, novels, journals, meeting minute, logs, announcements, policy statements, newspapers, transcript, birth certificate, marriage, records, budgets, letters, e-mail message, photographs, audiotapes, videotapes, computer images, websites, musical performance, televised political speeches, YouTube videos, virtual world setting, etc (Ary, 2010). In this instrument, the researcher used document analysis and interview.

3.3.2.1 Document

Document is a research method applied to written or visual materials for the purpose of indentifying specified characteristics of the material (Ary, 2010). This instrument is conducted to select and identify the data about translation shift found on caption instagram. The document focuses on the translation translation shift found on caption instgram. To get the validity, the data taken by using screen capture on Instagram and the researcher get the data of translation shift on caption instagram.

3.4 Data Collection and Analysis

Data collection is a process of gathering or collecting a needful data information, while data analysis is a process of analyzing a collected data information and finding out a useful information, suggestion conclusion, and supporting decision-making. So, this section discussed all about the activities are dealing with collecting and analyzing the data. In this research, the researcher uses document analysis and
Interview to identify the translation shift found on Instagram caption. The procedures of collecting and analysis the data are explain below.

3.4.1 Data Collection
The data are collected by using documentation method from social media especially on Instagram. It means that the data were taken from Instagram user is using a translation shift on his/her caption. Moreover, several photos which contained translation shift on caption will be captured as screenshot. Then, the screenshot of Instagram photos will be printed. After that the data which used translation shift on caption Instagram will be identified. In collecting the data, the researcher was taking a note in order to make easier in classifying the categories of translation shift. The data are collected through some techniques as follow:

1. First step is determining on Riski Lestiono’s Instagram which the caption are using translation shift appear in 23 days (4 March-26 March 2017).
2. Second step is classifying the categories of translation shift on Riski Lestiono’s Instagram in 23 days.

3.4.2 Data Analysis
According to (Ary, 2010) data analysis is often the same as data collection which the data are searched for and arranged in order to know the comprehension about what we have been investigated. In this research, the researcher will analyze the data taken from the caption of Instagram user screen capture. The data are analyzed by the following steps
1. Classifying the categories of translation shift found on Riski’s Lestiono
instagram caption by using the following table.

Table 3.1 The list of Translatation shift on caption instagram

<table>
<thead>
<tr>
<th>No.</th>
<th>Source Language</th>
<th>Target Language</th>
<th>Category Shift</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Structure Shift</td>
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<tr>
<td></td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

2. Identifying the most dominant shifts used on caption instagram by Riski Lestiono.
3. Checking and validating to language expert. (RiskiLestiono, S.Pd., M.A)
4. Drawing out the conclusion based on the results of data analysis. In this section, the researcher analyses the findings based on the table and each table represents the findings.