CHAPTER III
RESEARCH METHOD

In this chapter of study, information about research design, research object, data collection, procedure and data analysis are described below.

3.1 Research Design

In conducting a research, we need a research design to answer the question which refer to a plan and method of how to proceed to gain an understanding of some phenomena in its context (Ary, Jacobs, Sorensen and Razavieh, 2010). The research design used in this study is qualitative research. Qualitative research is a process of exploring the problem based on phenomena that exist in society. According to Angrosino (2005), qualitative research is a process of inquiry aimed at understanding human behaviour by building complex, holistic pictures of the social and cultural settings in which such behaviour occurs. It does so by analyzing words rather than numbers, and by reporting the detailed views of the people who have been studied. Such inquiry is conducted in setting where people naturally interact, as opposed to specially designed laboratories or clinical experimental settings. Qualitative research seeks to understand what, how, when and where of an event or an action in order to establish its meaning, concept and definitions, characteristics, metaphors, symbols, and descriptions.

The intended result of a qualitative research is a descriptive report which is so rich and comprehensive so readers are able to understand the social reality experienced by the subject (Ary et al., 2010). This is also supported by Bodgam.
and Biklen (2007) who say that descriptive data will be analyzed with all of their richness as closely as possible to the form in which they are gathered and often contain quotations and try to describe what a particular situation is like. Entitled as ‘An Analysis of Translation Strategies used in Translating Socio-Cultural Realia in Crazy Rich Asians Novel by Kevin Kwan Translated into Bahasa Indonesia by Cindy Kristanto’, this study shows about the socio-cultural realia in Crazy Rich Asians novel by Kevin Kwan, the translation strategies used and the purposes of using that translation strategies used by Cindy Kristanto to translate socio-cultural realia into Bahasa Indonesia.

### 3.2 Research Object

In conducting the research, object became a matter in a study. Purposive sample is used in qualitative research because the object can provide relevant and appropriate information about the topic that being investigated.

In this study, the object is a novel by Kevin Kwan entitled Crazy Rich Asians as the source text and then translated into Bahasa Indonesia by Cindy Kristanto as the target which there so many social and cultural words mentioned. This research focuses on analyzing the socio-cultural realia, the strategies in translating socio-cultural realia and the purposes using those translation strategies in novel by Kevin Kwan entitled Crazy Rich Asians that translated into Bahasa Indonesia by Cindy Kristanto.
3.3 Data Collection

Data collection comprises the instrument and procedures employed in the research.

3.3.1 Research Instrument

Instrument is one of important things in obtaining the data in a research. It can be defined as a tool for measuring, observing or documenting data (Creswell, 2013). The instrument used to gather the informations in this research is documents analysis which is done by the researcher. Document analysis can be a written or text-based artifact (books, novels, journals, etc.) or non written records (records, photographs, videos, etc.) (Ary et al., 2010). It is intended to identify and interpret the information and data of socio-cultural realia that found in the Crazy Rich Asians novel by Kevin Kwan.

3.3.2 Procedure

The procedures conducted in this study based on instrument that has already mentioned above are as follows:

a. Reading the novel both the English and Bahasa Indonesia version.

b. Understanding and comprehending the novel in both versions.

c. Choosing and marking the data by underlining each words or sentences in the novel dealing with the socio-cultural realia in Crazy Rich Asians novel.

d. Selecting the data found in Crazy Rich Asians novel related to the socio-cultural realia.
Table of Activities of Data Collection

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3.4 Data Analysis

Data analysis is indication how the researcher would analyse the data to answer the research problems. In analysing the data in qualitative research, the researcher used inductive data analysis. It is a process of categorizing and reflecting data in the form or words, synthesis and finding meaning, it processes from data to theory or interpretation.

After all the data had been gathered, the researcher would analyse the data within three stages as it refers to Ary et. al (2010):

1. Familiarizing and Organizing

In this stage, the researcher should become familiar and immersed with the data through reading and rereading the novels then put it into an analysis form. It is recommended to make the transcription of the data in order to be easier to get the key ideas and organize the data.

In this stage, the researcher would identify the socio-cultural realia found in *Crazy Rich Asians* novel.
2. Coding and Reducing

This stage is the core of qualitative analysis and includes the identification of categories, refinements and themes. Developing concepts from the raw data is called as coding. Labeling or coding is done in order to start recognizing differences and similarities of the data and also considering the assumptions, cultural beliefs, societal structures and knowledge levels of research subject. When coding data is completed and all items are placed together in the particular code they belong, the process reducing starts.

In this stage, the researcher would (a) classify each strategy of translating socio-cultural realia found in *Crazy Rich Asians* novel based on Grit (2014), (b) compare the original English version with Bahasa Indonesia versions and find out each strategy of translating socio-cultural realia found in *Crazy Rich Asians* novel based on Grit (2014).

3. Interpreting and Representing

Interpreting involves reflecting about the words and acts the subject’s behaviour. Interpretation is about bringing out the meaning, telling the story, providing the explanations and developing plausible explanations. Questioning and confirming what researcher has already known supported by the data, eliminating misconceptions and illuminating new insights and important things are the part of interpreting. Then, presenting and demonstrating findings through descriptive details are included in
representing part. In this stage, the researcher would (a) analyze and describe the strategies and purposes of using the translation strategies in translating socio-cultural realia found in Crazy Rich Asians novel based on Grit (2014), (b) draw the conclusion based on the result of analyzing the data.

Table of Activities of Data Analysis

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<th>Socio-cultural realia in Indonesian Version</th>
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The data analysis would be done through familiarizing the data, organizing it by identifying the categories, recognizing the differences, reducing, confirming the data and representing the conclusion in descriptive form.

3.5 Trustworthiness

The data that had been gathered is validated by English and Language Education Department’s Lecturer in University of Muhammadiyah Malang, Riski Lestiono. Mr. Lestiono is an expert in linguistics, that why he is choosen to validate the findings.