CHAPTER III

RESEARCH METHODOLOGY

This chapter explores methodology accommodated in this study. Further, this chapter comprises: research design, research objects, research instruments, data collection, and data analysis.

3.1. Research Design

Research designs are a part of the important steps in conducting research to obtain data or evidence in order to prove hypotheses. In other words, research design constitutes a procedural plan that guide a researcher to answer the research questions validly, objectively, and accurately in effort to construct a comprehension on the group or phenomena investigated. Moreover, Creswell, (2014) states that research designs are plans and the procedure in research that cover the steps of assumptions to detailed methods of data collection, analysis, and interpretation.

Furthermore, Creswell (2014) makes three basic distinctions in kinds of research design. The three broad categories are qualitative, quantitative, and mixed methods designs. In regards to this study, qualitative design, by means of document analysis, was implemented. Qualitative research includes studies that do not struggle to evaluate their outcomes through factual and statistical summary or analysis. Qualitative investigations ordinary include interviews and perceptions without formal measurement. A case study, which is a deep investigation of one individual, is a type of qualitative research.

Qualitative research is frequently utilized as hypotheses for later testing in quantitative research (Marczyk, 2005:17). In addition, qualitative research is
covering procedures on specific inquiry approaches, among other: basic interpretative study, narrative research, phenomonology, grounded theory, ethnography, case study, historical research, and document or content analysis. Therefore, this research was designed qualitatively in order to investigate the phenomena of shifts that occurred in song translation.

3.2. Research Objects

There was a song intended to be deeply analyzed. The song was Perfect by Ed Sheeran and Beyonce. The song was chosen by the researcher as the objects of this study because the song was one of the optional songs assigned the students to translate in translation studies in 2018. The language used in the song is simple and easy to translate. Furthermore, it was a romantic song and it became the top song based on Billboard cited in VOA Indonesia on 6 January 2018. Therefore, the researcher was interested to investigate translation shifts occurring in two translation products by two translation student groups of translation studies at University Muhammadiyah of Malang. The groups were randomly chosen from one of translation student groups of 2014 grade and one of student groups of 2015 grade.

3.3. Research Instruments

The term of instrument in conducting the research constitutes a very crucially important aspect in collecting the data. Moreover, in supporting the data collection of this study, the researcher used following instrument namely documents. The documents analysis here refers to written text of artifacts, such as textbooks, novels, letters, newspaper journals, etc (Ary, et al. 2010:442). In this study, the document is the translation results of the student groups in translating a song.
In conducting the study by means of document analysis, the availability of document is surely of importance. Document analysis is regularly believed by the researchers to formulate the questions and obtain the answer (Ary, et. al. 2010:29). Moreover, in this study, the documents under investigation regarding this study consisted of two translation products in total from a student group of 2014 grade and a student group of 2015 grade in translating a song from Ed Sheeran and Beyonce entitled ‘Perfect’.

3.4. Data Collection Procedure

Data collection fundamentally constitutes highly systematic procedures that are formulated to determine the fixed result of the study.

1. Finding out the source language of the song,
2. Giving the source language to the students to be translated,

3.5. Data Analysis

The data analysis is a process from which the data are searched for and arranged out in order to attain the comprehension of the data about what have been under investigated (Ary, et. al. 2010:481). The steps in data analysis are:
1. Analyzing the translation products;

2. Organizing the shifts that occurred in the translation products;

3. Validating the data to the translation lecturer of University of Muhammadiyah Malang;

4. Tabulating the shift finding in the products.

**Table 1 The Lists of Translation Shifts in The Products**

<table>
<thead>
<tr>
<th>No.</th>
<th>Translation Products</th>
<th>Category Shifts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Structure</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTAL

5. Drawing out the conclusion referring to the findings resulted from in-depth analysis.