

CHAPTER III

RESEARCH METHOD

This chapter discusses the method used in this research. This chapter consists of research design, data source, instruments, data collection techniques, and data analysis techniques.

A. Research Design

According to Ary (Donald Ary, 2010) opinion, a research design is the researcher's plan on how to proceed to get a knowledge of a particular group or phenomenon in its context. John W. Creswell (2017) stated that qualitative research is a study strategy used to investigate and comprehend the significance that some individuals or groups believe stems from social or human problems.

Meanwhile, Neuman Lawrence (Lawrence, 2014) said that the fundamental goal of descriptive research is to "paint a picture" using words or data and give a profile, a classification of types, or an outline of procedures to answer questions such as who, when, where, and how. A descriptive research study begins with a well-defined issue or question and attempts to answer it using qualitative data. Qualitative research is more receptive to incorporating a diverse range of evidence and uncovering new issues.

Based on that theory, the researcher used a descriptive design with a qualitative approach in this research. The researcher chooses descriptive qualitative research designs because the researcher wants to describe the results of translation errors in tourism brochures that are translated from Indonesian into English more specifically, transparently, and in-depth. The researcher focused on defining and

analyzing the kinds, sources, and common errors in the travel brochure "Pesona Wisata Pacitan" from Indonesia to English translation text made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan.

B. Data Source

The data source is a component of the research, where the study gets the required information to support and complete the study and then gives results to readers and other researchers. The data in this research taken from travel brochure "Pesona Wisata Pacitan" from Indonesia to English translation text made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan. The researcher has analyzed the travel brochure's content and then collected the data from each sentence with errors inside.

The data source is sourced from where took the data. In this research, the researcher used two categories of data in this paper: primary data and secondary data. According to Joop J. Hox and Hennie R. Boeije (Joop J. Hox, 2005), primary data is original data collected for a specific research goal. Meanwhile, secondary data is data collected initially for a different purpose and reused for another research question.

1. Data Source

a. Primary Data

Researcher used Travel brochure "Pesona Wisata Pacitan" from Indonesia to English translation text made by Dinas Pariwisata, Kepemudaan, dan Olahraga Kabupaten Pacitan as a primary data for this paper.

b. Secondary Data

In addition to using primary data, the researcher also used secondary data in this study. The secondary data was obtained using a questionnaire through the *Google Form* platform for ten local and eight foreign respondents.

C. Research Instrument

In this paper, the researcher used instruments to facilitate data collection. The researcher uses field notes as the research instrument. Field notes are used to note the data containing error translation found in the travel brochure "Pesona Wisata Pacitan." The data will classify in the category of translation errors. The table or columns will use to find the data:

Table 1. Table of Data Collection Techniques

No	SL	TL	ACCURACY			STYLE			GRAMMAR			FORMAT				
			IM	ST	CT	U	V	V	SE	T	GE	Sy. E	PE	L	F	DS

Description:

1. No : Number
2. SL : Source Language
3. TL : Target Language

Accuracy

4. IM : Correct and Incorrect Meaning
5. ST : Standard Terminology
6. CT : Consistency of Terminology

7. UL : Untranslated Language

Style

8. RU : Register Use

9. AV : Active Voice

10. PV : Passive Voice

Grammar

11. SE : Spelling Errors

12. T : Typos

13. GE : Grammar Error

14. Sy. E : Syntax Errors

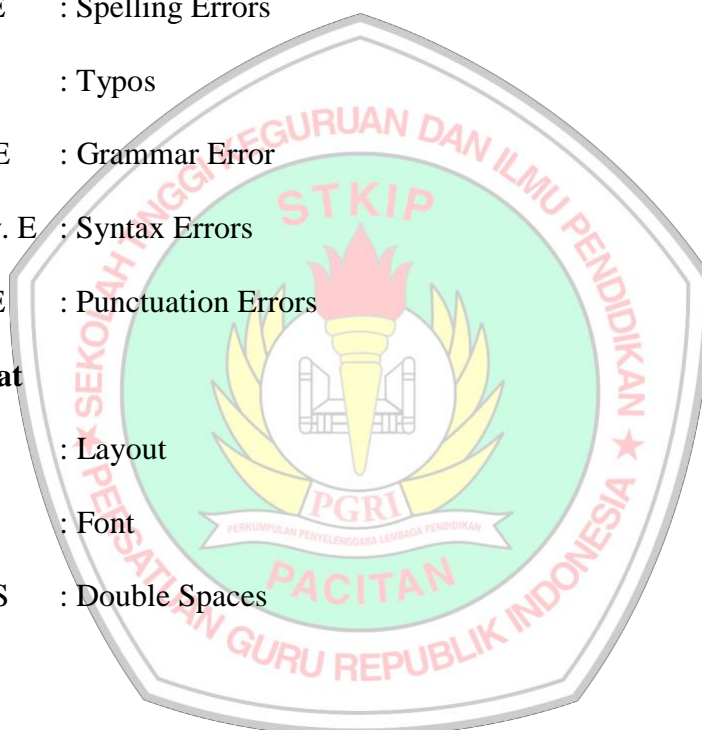
15. PE : Punctuation Errors

Format

16. L : Layout

17. F : Font

18. DS : Double Spaces



D. Data Collection Techniques

Techniques of collecting data are essential steps in this research. In this paper, the researcher used document analysis to collect the data.

1. Observation

The document that used in this research is tourism brochure "Pesona Wisata Pacitan" created by Dinas Pariwisata, Kepemudaan, dan Olahraga. This

tourism brochure became the primary data in the writing of this paper. To get the data, the researcher performs several stages, including:

- a. Reading the tourism brochure "Pesona Wisata Pacitan."
- b. Identifying data by reading each sentence in the tourism brochure "Pesona Wisata Pacitan."
- c. Marking data have suitable with categories to Lauscher's category of Translation Quality Assessment.
- d. Collecting data by taking checkmark (✓) in a column based on the error type.

E. Data Validation

Data validation will take after collecting the data from a brochure. Denzin (1970) describes four different forms of triangulation:

1. **Data Triangulation**

In a study, data triangulation utilizes many data sources, such as time, space, and people.

2. **Investigator Triangulation**

Investigator triangulation refers to more than one investigator, interviewer, observer, researcher, or data analyst.

3. **Theory triangulation**

The use of multiple theories or hypotheses when investigating a situation or phenomenon is known as theory triangulation.

4. Methodological Triangulation

Using multiple methods to study a situation or phenomenon is known as method triangulation.

From the explanation in point E about data validation, the researcher uses data triangulation to get validation. The validator of the data in this research is the expert judgment to validate data found in this tourism brochure. The researcher had chosen local and foreign respondents to be an expert judgment. The reason for selecting local and foreign respondents as triangulation data is to see the response and understanding of the respondents to tourism brochures.

F. Data Analysis Technique

To draw the data obtained from tourism brochures, the author needs several stages of analysis to get the research results. In this paper, a researcher used the data analysis technique based on Miles and Huberman (1992), which involves three steps. There are data reduction, data display, and conclusion drawing/verification.

1. Data reduction

Firstly, a researcher focused on collecting data about translation errors in the tourism brochure "Pesona Wisata Pacitan" by reading every sentence. The researcher then selects one by one the type of translation error. After that, the data will be entered in the column according to the existing code and provide a checkmark according to the kind of error.

2. Data display

The second step is data display. Generally, an exhibition is an organized, compressed assembly of information that allows conclusion drawing and action. In this paper, the researcher displayed data in a column. Thus, the researcher does the way to facilitate achieving accurate data and following the purpose of the research.

3. Conclusion drawing/verification

The third step in qualitative data analysis is to draw and validate conclusions based on data that has been reduced and presented. At the time of data collection, the researcher drew conclusions supported by solid evidence. The author described the answers to the formulation of problems and questions expressed by the researcher from the beginning of this conclusion.

