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CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research used qualitative approach. In Sugiyono (2017: 7), explains that qualitative research is characterized by its naturalistic approach, where studies are conducted in real-world conditions without researcher intervention, with the researcher serving as the primary instrument for data collection directly from the source. It yields descriptive data primarily in words or pictures rather than numbers, which are subsequently analyzed and presented for easy comprehension. This methodology prioritizes understanding processes, such as human interactions or the development of phenomena, over mere outcomes. Data analysis is performed inductively, with findings and themes emerging from repeated analysis of field data, ultimately emphasizing the deep meaning and underlying significance of observed phenomena.

This approach allows for a rich, nuanced understanding of complex social realities, providing insights that quantitative methods might miss. By immersing themselves in the research context and interpreting data through an inductive lens, qualitative researchers can uncover underlying patterns, motivations, and meanings, contributing to a more holistic and in-depth knowledge of the subject matter.



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Furthermore, researcher used content analysis for this research. Hsieh & Shannon in Nicmanis (2024 : 2) explained that qualitative content analysis is a research method used to systematically analyze and interpret the content of various forms of communication, such as interview transcripts, documents, or social media posts. The goal is to identify patterns, themes, and meanings within the data without relying on numerical data. Content analysis is well-suited for novel research because it allows for a systematic and objective approach to studying literary texts.

B. Location and Time

This section has two parts, location and time. For location, the researcher will conduct research at home because the researcher having the novel at home that offers the flexibility for in-depth literary analysis, enabling spontaneous insights and detailed textual examinations without time limits. For time, the researcher will conduct research on June until July 2025.

C. Sampling Technique

The sampling technique employed in this research was purposive sampling. In Sugiyono (2017: 95-96) explains that purposive sampling is a sampling technique with certain considerations. In purposive sampling, researchers select samples based on certain criteria or objectives that are relevant to the research being conducted. Researcher chose this sampling technique because it allows for the deliberate selection of specific textual



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data within the novel most relevant to the research questions. Rather than analyzing every linguistic unit, this method enables the researcher to focus on particular examples that are expected to yield rich insights into the translation techniques and phenomena under investigation. This targeted approach ensures an in-depth examination directly aligned with the study's objective of understanding translation within this specific novel.

D. Research Instrument

According to Hardani et al (2020: 116-119), in qualitative research, the researcher is the main tool for collecting information. So, the researcher needs to be well-prepared and capable before starting the research. While the researcher is key, they might also create simple tools later on to gather more information and check their observations.

Apart from the thing mentioned above, researcher also used a checklist as research instrument observe the translated texts that was logged and categorized using the checklist, ensuring consistent data collection.

E. Data Collection Techniques

In this study, researcher used observation as a data collection technique. Hardani et al (2020: 125), explained that observation is making direct observations of the subject being observed to obtain accurate and valid information and data.



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F. Data Analysis Techniques

Nicmanis (2024 : 6-8) explained that the steps for content analysis are:

1. Data Preparation: Gather and prepare the data for analysis. In this step, researcher needs to read the novel.
2. Coding: Break down the text into manageable units, such as words, phrases, or sentences.
3. Categorization: Group the words, phrases, or sentences into broader categories of translation techniques used.
4. Analysis: Interpret the themes and patterns to draw conclusions that address the research question.