

CHAPTER III

RESEARCH METHOD

A. Research Design

This research use discourse analysis in qualitative research to collect the data. One starting point is the following quotation from Stubbs' textbook (Stubbs, 1983, p. 1), in which discourse analysis is defined as concerned with language use beyond the boundaries of a sentence/utterance, concerned with the interrelationships between language and society and as concerned with the interactive or dialogic properties of everyday communication. While Qualitative research is a method of inquiry employed in many different academic disciplines, including in the social sciences and natural sciences, but also in non-academic contexts including market research, business, and service demonstrations by non-profits.

B. Subject and Object of the Research

1. Subject

The subject of this research is the cultural package's script of Voice of Indonesia on RRI Pro 2 Banjarmasin.

2. Object

The objects of this research is the translation quality analysis of the script.

C. Data and Source of Data

1. Data

The data of this research is divided into two kinds, they are primary and secondary data:

a. Primary Data

The primary data in this research are the cultural package's scripts that translated by the translator in 2017 and the original Indonesian text to analyze the translation quality.

b. Secondary Data

The researcher collects the secondary data which relates to the research. Such as the description about translation quality assessment.

2. Source of Data

The data sources of this research are that was personally translated by the translator in 2017 that the original Indonesian text obtained from one site in the internet about Banjar Customary Bridal, and all of the resources related to both primary and secondary data.

D. Data Collection Procedure

The steps of data collection involves several steps:

a. Collecting

This is a process to collect all of the data that needed in this research.

The data of this research is the cultural package's script of Voice of Indonesia on RRI Pro 2 Banjarmasin that was personally translated by

the translator in 2017 the original Indonesian text was obtained from the internet.

b. Analyzing

Then analyze the data using Juliane House's model of translation quality assessment and also the researcher will use some references to support this research.

E. Data Analysis Procedure

The data will be analyzed through descriptive analysis technique. The Source Text and Translated Text will be compared leading to the assessment of the quality of the translation, highlighting mismatches or errors. On the process of comparison ST to TT, errors are produced and categorized according to genre and the situational dimensions of register and genre by reflect the reversed translation. All of the analysis is using Juliane House's model of translation quality assessment.