

CHAPTER III

RESEARCH METHOD

A. Research Design

According to Creswell (2012), research design refers to the structure or plan that a researcher uses to collect, analyze, and make sense of data. In this research, the researcher uses content analysis as research technique. Krippendorff (2004) describe content analysis as “a research technique for making replicable and valid inferences from texts to the contexts of their use.” (p. 18).

This study was descriptive with a qualitative methodology. Using appropriate theory and examples, the qualitative approach is employed to explain the data contained in the Instagram captions concerning category shift. The qualitative descriptive approach is intended for gathering information in order to reach a conclusion through verbal describing. According to Moleong (2017), qualitative research seeks to comprehend natural phenomena experienced by research subjects, such as their behavior, perceptions, and actions, in a holistic manner. This is achieved by using descriptive language and words and studying them in their specific natural context, employing a variety of natural methods. Creswell (2012) describe qualitative research is frequently utilized to determine the significance of a key concept, explore a problem, and obtain a better understanding of individuals' experiences with social issues. As a result, descriptive research

was used in this research to accurately explain the fact and characteristics of the object or subject. Descriptive research is commonly referred to as non-experimental research, as the researcher does not manipulate or control variables in this type of study. The researcher must determine the researcher design of this research in a study. Design research is critical for a study since it provides strategies, methods, or processes that a researcher used when doing research.

B. Participant

This research conducted at instagram account of *@motivasi.co* which is accessed on January-May 2020 which consists of 106 captions. From 106 captions the researcher found 15 captions containing category shift. *@motivasi.co* is an instagram account that posting about quote in English and its translate in Indonesia, where the owner make it to the viewer for them to learn English from there. Quotes contain motivational words about life that are good for increasing the enthusiasm of readers for living life. The researcher took posts in January-May 2020 because this is the most recent post that was updated by the account user.

C. Data

The data were taken from the captions of *motivasi.co*'s instagram. *Motivasi.co* is an instagram account that uploads photos containing quotes in English and adds a caption as a translation of the quotes. The data analyzed by the researcher were captions translated from English as the source

language into Indonesian as the target language, with the aim of identifying shifts in translation.

D. Technique of Data Collection

Data collection is an essential component of any type of research. According to Sugiyono (2013), data collection techniques are the most important step in research, as the primary goal of research is to obtain data. Data collection can be done in a variety of settings, different sources, and different ways. Creswell (2014), data collection is characterized as a systematic approach to collecting information or evidence from numerous sources through a range of techniques, methods, or instruments, aimed at addressing research inquiries or testing hypotheses. To collect data for this study, the researcher used the documentary technique. Creswell (2012) emphasizes that documents serve as a valuable source of information in qualitative research. According to Sugiyono (2013) stated that a document is a record of past events. Documents can take the form of written text, images, or someone's monumental works. The documentation was intended to extract data directly from books or other documents. This method attempted to identify the source of information in the form of papers pertinent to the investigation.

The procedure of this research would be as follows:

1. The researcher read both the English caption and its translation thoroughly.

2. Raw Data from the captions then was taken to be put side by side in a table to make a better analysis.

E. Data Analysis

The researcher utilized descriptive qualitative data analysis to analyze the collected data. According to Miles et al (2014), there are three essential activities in data analysis for descriptive qualitative research: data reduction, data display, and conclusion drawing/verification.

1. Data Condensation

Data condensation is the act of choosing, concentrating, streamlining, summarizing, and/or modifying the information present in the complete collection (body) of documented field notes, interview transcripts, papers, and other practical materials. The researcher selects the quotes from the captions and identifies whether they contain category shifts. If a quote does not contain a category shift, the researcher moves on to other data.

2. Data display

A display is a structured and condensed presentation of information that enables the drawing of conclusions and taking action. The researcher displays the reduced data in the form of patterns, where the quotes are listed in a table with their corresponding category shift types.

3. Conclusion Drawing/ Verification

As the analyst progresses, conclusions are validated through a range of methods that vary in their level of detail and thoroughness. These may include brief second thoughts prompting a quick return to field notes,

extensive discussions with colleagues to establish consensus, or attempts to reproduce findings in different data sets.

To summarize, the data analysis process involves:

1. Collecting all the caption data
2. Reading and identifying category shifts based on Catford's theory (1965) - structure shift, class shift, unit shift, and intra-system shift.
3. Analyzing the causes of the category shifts that occur in the translated text.