

## CHAPTER 3

### RESEARCH METHOD

In this chapter, the writer explained about research design, population and sample or subjects, Instruments, Procedure of Data collection and Technique of Data Analysis.

#### 3.1 RESEARCH DESIGN

This study is a qualitative-analysis design because this study does not use the statistic to count the data. Here, the researcher just analyzes the data whether the data can show the result of the research itself. This study is also called as descriptive design because this study describes the characteristics of a population or phenomenon being studied. The topic of this research is about translation.

#### 3.2 SUBJECT

The source of data is taken from four medical brochures from different medical manufacturers. The four medical brochures as follows:

1. Medical brochure of MYCORAL Cream
2. Medical brochure of BENZOLAC-CL Acne Gel
3. Medical brochure of OB Herbal
4. Medical brochure of *Minyak Gosok cap Tawon*

#### 3.3 INSTRUMENT

The main instrument of this study is the researcher herself who analyzed the source texts and the target texts. In analyzing the translation, the researcher used the criteria of a good translation adapted from Eugene Nida & Peter Newmark's theories to answer the research question. In line with the research question, the analysis focus on:

- a) the content and vocabulary, and
- b) the naturalness and sentence structure of the target text

The criteria are as follows:

Components	Criteria of a good translation
Content and vocabulary	There should not be flawless rendition of source content/message and evidence of misunderstood vocabulary(technical terms)
Naturalness and sentence structure	The target text is written in highly idiomatic expression and there should not be evidence of the wrong use of sentence structure.

### 3.4 PROCEDURE OF DATA COLLECTION

The source data analysis is taken from four Indonesian medical manufactures and the procedure of data collection are:

1. Choosing the medical manuals which have been translated.  
The qualification for the data or research subject is:
  - a) The medical brochure is written in Indonesian and English version,
  - b) The medical manufacturers are from Indonesia,
  - c) The medicine is produced by local medical manufacturers.
2. Reading the source language (Indonesian) texts and the target language (English) texts.
3. Analyzing the data by using the translation rubric and the criteria of a good translation.
4. Finding the result for discussion.
5. Maintaining the trust worthiness of the analysis by interviewing the experts (one doctor, one chemist and one chemist assistant) and users of the medicines.

The background of the experts is as follows:

- The researcher interviewed three experts. They are one doctor or general practicing, one chemist, and one chemist assistant.
- A doctor has experience for 3 years in medical and now she is practicing one year in Sampang-Madura.
- A chemist has experience for 20 years in medical and now she is working in drug store, Jakarta.
- A chemist assistant has experience for 3 years in medical and now she is working in medical manufacturer, Solo.

The background of the users is as follows:

- The researcher chooses 15 users of the medicine who are 25 years old above.
- The users can understand English passively and they have ever used the medicine.

### 3.5 TECHNIQUES OF DATA ANALYSIS

The techniques of data analysis are as follows:

1. Reading the source language and the target language
2. Analyzing the data by using the translation rubric and the criteria of a good translation.
3. Finding the result of the analysis
4. Discussing the result and making conclusion and suggestion