

CHAPTER III

METHODOLOGY

3.1 Research Method

Methodology is a structured approach applied in research. It outlines the technique, processes, and instruments that researchers employ to organize, formulate, carry out, and evaluate their studies (Khan et al., 2023). It is necessary to ensure the validity and reliability of research findings. There are three methods of collecting research data: qualitative, quantitative, and mixed. Qualitative methods are used to analyze phenomena, interactions, and social problems. Moleong (2007) stated that qualitative-descriptive research relies on humans as research tools, inductive data analysis, and a set of criteria to check the validity of the data. Creswell (2012) described the five steps used in this type of research:

- a. Identifying participants and sites to be studied
- b. Obtaining participants' permissions (declaration of consent)
- c. Considering the types of information needed
- d. Designing protocols or instruments for collecting and recording the information.
- e. Administering the data collection with special attention to potential ethical issues that may arise

Quantitative, according to Creswell (2018), is a method used to evaluate objective theories by analyzing the connections between variables. The main difference between qualitative and quantitative research is found in the way data is presented. Qualitative research conveys information through descriptive words, whereas quantitative research uses numerical representations.

Mixed methods, at a procedural level, is a useful strategy to have a more complete understanding of research by explaining quantitative results with a qualitative follow-up data collection (Creswell, 2018). This research applied a mixed-methods approach that combines descriptive-qualitative and quantitative methods. The descriptive-qualitative method is utilized to analyze translation

techniques, whereas the quantitative method helps to calculate the percentage of translation techniques' usage and the final score of translation quality assessment.

3.2 Data Collection

To collect news samples, the researcher chose five English news samples (source texts) from the CNN International website and the translated news (target texts) uploaded on the CNN Indonesia website. These samples were derived from various news items identified using the keyword "trade war" in the CNN International search column. The Indonesian version was found by entering the keyword "*perang dagang*" in the CNN Indonesia search column. There are five news pieces regarding trade war from CNN International that were translated into Indonesian by CNN Indonesia in April 2025:

Table 3.1 *The Five News Samples*

No	English	Indonesian	Word Count	Publication Date
1.	"Tariffs on Toilet Paper? Europe Threatens Tit-for-Tat Levies on a Range of US Goods if Trade Talks Fail" (Frater & Dmitracova, 2025)	<i>"Eropa Siapkan Balasan Tarif Buat AS, Sasar Kedelai hingga Tisu Toilet"</i> (Eropa Siapkan Balasan Tarif Buat AS, Sasar Kedelai Hingga Tisu Toilet, 2025)	English: 447 Indonesian: 297	English: Tuesday, April 15, 2025 Indonesian: Wednesday, April 16, 2025
2.	"Chinese Factories are Taking the Trade War Somewhere New" (Maruf, 2025)	<i>"Perusahaan China Jadikan TikTok Medan Perang Dagang Baru Lawan Trump"</i> (Perusahaan China Jadikan TikTok Medan Perang Dagang Baru Lawan Trump,	English: 952 Indonesian: 312	English: Wednesday, April 16, 2025 Indonesian: Thursday, April 17, 2025

2025)				
3.	"Nvidia, Caught in the US-China Trade War, Takes a \$5.5 Billion Hit" (Liu et al., 2025)	<i>"Terjebak Perang Dagang AS-China, Nvidia Berpotensi Rugi Rp92,3 Triliun" (Terjebak Perang Dagang AS-China, Nvidia Berpotensi Rugi Rp92,3 Triliun, 2025)</i>	English: 1119 Indonesian: 404	English: Wednesday, April 16, 2025 Indonesian: Monday, April 21, 2025
4.	"Trump Says China Tariffs will 'Come Down Substantially,' Hinting at Potential U-Turn" (Gan & Jaramillo, 2025)	<i>"Trump Beri Sinyal Kendurkan Serangan Dagang ke China" (Trump Beri Sinyal Kendurkan Serangan Dagang Ke China, 2025)</i>	English: 908 Indonesian: 327	English: Wednesday, April 23, 2025 Indonesian: Wednesday, April 23, 2025
5.	"EU Pauses Retaliatory Tariffs Following Trump's Trade U-Turn" (Edwards et al., 2025)	<i>"Uni Eropa Tunda Balas Serangan Dagang ke AS Selama 90 Hari" (Uni Eropa Tunda Balas Serangan Dagang Ke AS Selama 90 Hari, 2025)</i>	English: 518 Indonesian: 294	English: Thursday, April 10, 2025 Indonesian: Thursday, April 10, 2025

To determine the quality of the translation results in translated news, a quality assessment was conducted by making an online questionnaire through Google Form. According to Kothari (2004) questionnaire is one of the primary data collection methods. For this study, the questionnaire was made according to the parameters of accuracy, acceptability, and readability (Nababan, et al., 2015) that were mentioned earlier in Chapter II.

The Google Form questionnaire was sent to the 12 correspondents. The criteria of correspondents is final year college students or graduates with an

applied English study background who have basic translation knowledge and achieved GPA in the range of 3.55 - 4.00.

1ST NEWS

Please kindly read both of these news thoroughly before evaluating the quality of the English-Indonesian translation

Source News:
"Tariffs on toilet paper? Europe threatens tit-for-tat levies on a range of US goods if trade talks fail"
<https://edition.cnn.com/2025/04/15/business/europe-retaliatory-tariffs-toilet-paper-intl/index.html>

Translated News:
"Eropa Siapkan Balasan Tarif Buat AS, Sasar Kedelai hingga Tisu Toilet"
<https://www.cnnindonesia.com/ekonomi/20250416201418-532-1219586/eropa-siapkan-balasan-tarif-buat-as-sasar-kedelai-hingga-tisu-toilet>

Translation Accuracy Assessment

3: Accurate
The meaning of words, technical terms, phrases, clauses, sentences, or texts in the source language is accurately transferred into the target language. No distortion of meaning at all.

2: Less Accurate
Most of the meaning of words, technical terms, phrases, clauses, and sentences has been accurately transferred into the target language. However, there are still distortions of meaning or ambiguity or omitted meanings that disrupt the integrity of the message as a whole.

1: Inaccurate
The meaning of words, technical terms, phrases, clauses, sentences, or texts from the source language are inaccurately transferred into the target language or omitted.

3

2

Figure 3.1 Display of the Google Form Questionnaire

3.3 Data Analysis

After reading the news items thoroughly, the researcher analyzed and classified them by applying translation technique frameworks by Molina-Albir. Thereafter, the researcher calculated the percentage of the frequency to find out which techniques were used the most and least in the translated news. The formula used to calculate the percentage is as follows:

$$P = \frac{f}{w} \times 100\%$$

P = Percentage

f = frequency

w = whole / total of frequency

The results of the analysis and calculations is displayed in a table as follows:

Table 3.2 *Display of Translation Technique Frequency*

No	Translation Technique	Frequency	Percentage
1.	Adaptation		
2.	Amplification		
3.	Pure Borrowing		
4.	Calque		
5.	Compensation		
6.	Description		
7.	etc		
Total			100%

After collecting data from the correspondents, the researcher calculated the total of all assessment points and took the average value to get the final score. The formula to determine the score, based on Nababan's assessment, is as follows:

$$M = \frac{S \times W}{N}$$

M = mean score

W = weight

S = score

N = number of subjects

The weighting of the assessments for readability, accuracy, and acceptability is as follows:

Table 3.3 *Weighting of Assessed Quality Aspects*

No	Quality Aspects Assessed	Weight (W)
1	Accuracy	3
2	Acceptability	2
3	Readability	1

Accuracy holds the highest weighted score because it is the most critical aspect of translation, as the main purpose of translation is to convey the message. Thus, the integrity of information and nuance delivery from the source text to the

target text is considered the most necessary. Acceptability's weighted score is the second highest because culture and conventions adaptation enhances accuracy by better conveying the nuances of the text. Readability has the least weighted score because it does not directly influence the integrity of the information and nuances in the text. However, of course, translated text with good readability can help readers to understand the contents of the text more easily.