

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This study is a descriptive qualitative research. Krathwohl in Wiersma (2000:11) describes qualitative research as “research that describes phenomena in words instead of numbers or measures”. Qualitative research is an inductive process where the reasoning comes from a specific situation to a general conclusion and its origin is in descriptive analysis (Wiersma, 2000:12). Moreover, the analysis and the result of the data are presented in the form of descriptions (Wilkinson, 2000:7). In this study, the writer makes an interpretation of the data and then describes and explains the data by words.

#### **3.2 Research Instrument**

Instrument is something or someone that is used to measure variables. In this study, the research instrument is the writer himself since the researcher’s role in a qualitative research is “being one of inclusion in the situation” (Wiersma, 2000:12). Since raw data do not have inherent meaning, then it is the writer’s duty to give meaning to those raw data and convey that meaning to the reader through the written report (Marshall and Rossman, 1995:113). Therefore, the writer takes part as the data collector and data analyst.

### **3.3 Data Source**

The data for this study are taken from five tourism brochures published by the Surabaya city government in the form of leaflet. The brochures contain information about Surabaya's art and culture, culinary, museums and monuments, city parks, and religious tourism.

### **3.4 Data Collection Procedure**

First of all, the writer came to the Tourism Information Center (TIC) located at Jl. Gubernur Suryo 15, Surabaya. Secondly, the writer asked the TIC officer for the available Surabaya tourism brochures published by the Surabaya city government. Thirdly, the writer chose five types of tourism brochures as the data source. The writer chose those five tourism brochures by considering that they have simple form (one leaflet contains several tourist attractions) and provide enough data for the analysis.

### **3.5 Data Analysis Procedure**

First of all, the writer begins his analysis by identifying the translation shifts in each brochure on word level. Secondly, the writer classifies the translation shifts according to their categories. Thirdly, the writer interprets the data and explained how the translation shifts occur. Fourthly, the writer repeats step one to three for the phrase level. Fifthly, the writer repeats step one to three again for the sentence level. Finally, the writer draws a conclusion from the data analysis.