Chapter III

Research Methodology

3.1 Research Method

This study is conducted by using the survey study and presented by using descriptive analysis method. As Bell states (2006: 12) the survey study allows the writer to collect the data from the respondents who will answer the same questions. In this case, the respondents will fill in the same instruments in terms of readability based on Nababan's theory. The writer will collect the data from the survey. Besides, Finally, the data will be described, analyzed, and presented by using descriptive analysis method. According to Kuntha Ratna (2004: 53), this method is used by describing the facts and supporting by the analysis. This method allows the writer to analyze the data based on survey from the data source and finally describe the result.

3.2 Instrument and Interview

The writer uses the instruments for her survey. The instruments used for readability test are divided into two, instrument for internal factor of readability and instrument for external factor of readability. Both instruments are from different theorists. The first one uses Nababan's theory and the second one uses Larson's theory. The instrument for internal factor of readability will be filled in by the writer herself after doing the readability test and interview to the readers or respondents. Meanwhile, the instruments for the external factor of

readability will be filled in by the respondents based on their own experiences when reading the units. The interview consists of several closed questions with yes/no answers which will be asked to check the reliability of the instruments.

3.3 Data Source

The data source of this study is the Indonesian Version of iPhone 4 Quick Start Manual User Guide. The data source consists of 18 separated units and each participant needs to read three units to do the readability test. The unit means one single topic of the iPhone 4 Quick Start Manual User Guide which leads the reader to operate the phone. One example of those units is "Membuat Panggilan" which briefly explains to the readers about how to make a call from iPhone.

3.4 Data

The data is the syllables, words, sentences in those separated 18 units of Indonesian Version of iPhone 4 Quick Start Manual User Guide, and results of the survey in terms of readability test to some respondents. Those syllables, words, and sentences will be used to measure the readability by using Fry Readability Graph. Those words and the sentences will be also used to identify the internal factor of readability using Nababan's theory.

3.5 Respondents

The writer needs respondents to do the readability test. There are eighteen respondents. Each respondent needs to read three different units of the Indonesian Version of iPhone 4 Quick Start Manual User Guide. Since this study is conducted in the translation field relates to the readability, the respondents should have passed the translation and reading subjects. The writer takes the students of 09SB-Regular class as the respondents in her study, regarding the students of 09SB-Reg have passed the pre-requisite subjects Reading 1, 2, and 3 and Translation 1 and 2.

3.6 Time and Place of the Study

The data for external factors of readability was started to be collected by the writer on May 13 until June 31 2013. The writer met the 09SB-Reg students in English Department State University of Jakarta to do the readability test and collected the data. The readability tests were usually begun from 9 am up to 3 pm.

3.7 Data Validity and Reliability

Validity means "*the degree to which a test measures what it is supposed to measure*" (Mason & Bramble: 1989). To test the validity of the instruments and data the writer uses content validity. Content validity is used by asking an expert's opinion to check whether the instruments and data are valid

for this study. In this case, the writer chooses her advisor as the expert to check the validity of the instruments and data. Besides, the reliability of the instruments will also be checked by using triangulation data based on Miles and Huberman. In this case, the data which is collected using the instrument is compared with the result of the interview as another measuring device. Each question in the instruments would be asked again in the interview. Then they will be synchronized to get the consistent data.

3.8 Data Collecting Procedure

3.8.1 Readability Level

1. Selecting Indonesian Version of iPhone 4 Quick Start Manual User Guide to be the corpus of the Study.

2. Counting the number of word of each unit.

3. Making the number of words even proximately.

4. Counting the number of syllable of each unit.

5. Counting the number of sentence of each unit.

6. Repeating the procedures number 1 to 5 to the other units

3.8.2 The Internal Factors of Readability

1. Selecting Indonesian Version of iPhone 4 Quick Start Manual User Guide to be the corpus of the Study.

2. Reading the 18 units of Indonesian Version of iPhone 4 Quick Start Manual User Guide.

3. Identifying the words and sentences which belong to the criteria of readability internal factors based on Nababan's theory.

4. Highlighting the selected words and sentences.

3.8.3 The External Factors of Readability

1. Arranging and trying out the instrument.

2. Revising the instruments.

3. Selecting the respondent to read the units.

4. Explaining to the respondent about the readability test.

5. Asking the respondent to read the three different units of theIndonesian Version iPhone 4 Quick Start Manual User Guide completely.

6. Recording the process of readability test while noting the respondent's difficulties in reading the translated text in terms of internal factors of readability aspect.

7. Asking the respondent to fill in the instrument in terms of external aspect.

8. Interviewing the respondent based on the readability test before and recording it.

9. Repeating the procedures number 3 to 8 to the other respondents.

3.9 Data Analysis Procedure

3.9.1 The Readability Level

1. Multiplying the number of syllable with the Conversion List Number of Fry Readability Graph.

2. Multiplying the result above with 0.6

3. Multiplying the number of sentence with the Conversion List Number of Fry Readability Graph.

4. Plotting the result of syllable and the Conversion List Number into the Graphic.

5. Plotting the result of sentence and the conversion List Number into the Graphic.

6. Finding the two lines intersect in the Graphic.

7. Repeating the procedures number 1-5 in the other units.

8. Concluding the result of Readability Level.

3.9.2 The Internal Factors of Readability

1. Categorizing the words and sentences which indicate to the internal factors of readability based on Nababan's theory into the working table.

2. Calculating the percentage of internal factors of readability.

3. Elaborating how those factors affect the readability.

4. Concluding the result.

3.9.3 The External Factors of Readability

1. Counting the answers from the respondents in the instruments of external factors.

2. Calculating the percentage of external factors of readability.

3. Elaborating how those factors affect the readability.

4. Concluding the result.