

CHAPTER III

RESEARCH METHODOLOGY

Chapter 3 explained the research methodology that was used to answer the research questions that were formulated. Specifically, this chapter discussed the research design, data sources, instruments, data collection, data analysis, and data validity.

A. Research Design

This research used the descriptive qualitative approach, which did not require testing a theory or hypothesis. This research was used to discover, identify, analyze, and describe the translation method and the degree of equivalence in the translator's performance in translating the "Atomic Habits" self-help book. The researcher was the key instrument of this research since it is one of the characteristics of the qualitative research method. This study used content analysis as the research method, which involved coding and classifying translation units from both the source and target texts using frameworks developed by Newmark (1988) and Bell (1991) in order to carry out the analysis methodically. Zumitzavan (2025), argues that the goal of qualitative research is to gain a thorough understanding of subjective personal experiences within a management context by using analytical techniques and data collection tools that provide deep, contextualized insights into phenomena.

B. Source of Data

In order to answer the research problems, the researcher obtained the data regarding the topic that was studied. Thereby, the data was taken from the book *Atomic Habits* by James Clear and its Indonesian version. *Atomic Habits* was released by James Clear in 2018 with a total of 277 pages and 20 chapters (see

Appendix A). The English version is widely available at global retailers (Amazon, Target, Walmart) at a price around US\$12-22, depending on the format (paperback or hardcover).

The English version of *Atomic Habits* was then translated into Indonesian by Alex Tri Kantjono Widodo in 2019, with a total of 356 pages and 20 chapters. The translator, Alex Tri Kantjono Widodo, was the official, and the only translator of *Atomic Habits*. Widodo's work is an offering of decades worth of award-level experience with an extremely well-tested translation process, and positive reviews by readers. To read his edition is to get the thinking of James Clear in refined, accurate, and culturally relevant Indonesian. The translated Indonesian version is available on Indonesia's online marketplaces (Bibli, Lazada, and Gramedia) at a price around Rp90,000-130,000, which also depends on the format.

Words, phrases, clauses, and sentences taken from the English source text and its Indonesian translation were among the data analysed in this research. This research examined the sentences, phrases, and clauses from the book by applying purposive sampling to select translation units that showed distinctive linguistic features relevant to the research objective. The researcher examined a limited dataset that contained culturally specific terms (such as baseball terminology and American school contexts), idiomatic expressions that might lose their meaning when rendered literally, important technical terms or recurring ideas from the book (such as atomic habits and compound interest), and persuasive sentences with educational force.

C. Research Instrument

Since this research was categorized as qualitative research, this research utilized a human instrument, with the researcher as the main instrument in this research. As stated by Sugiyono (2014), one of the characteristics of qualitative research is that it can use the author as a research instrument. Because this research used human instruments, the author acted as a key instrument. Therefore, the researcher classified the translation methods employed by the translator in each datum. Below is the illustrative table, which contains the classification of translation methods from the source and target texts.

Table 3.1 The Classification for Translation Methods

No. Data	Source Text	No. Data	Target Text	Translation Method
1/C.0/P.1/ L.4	As my classmate took a full swing ...	1/C.0/P.1/ L.4	Ketika seorang teman mengambil giliran memukul ...	Communicative translations
2/C.0/P.1/ L.6	...the moment of impact .	2/C.0/P.1/ L.8	...peristiwa benturan yang dahsyat itu .	Communicative translation
3/C.0/P.1/ L.13	...and running over to help.	3/C.0/P.1/ L.17	...dan memburu untuk memberikan bantuan.	Semantic translation
...	...	...	...	...

The researcher used the D/C/P/L format for coding the data as shown in the table above. The code 1/C.0/P.1/L.4 refers to the first datum found in Chapter 0 (Introduction), page 1, line 4. Then, after identifying and categorizing the translation methods used by the translator, the analysis moved on to examining the degree of equivalence between the source text and the target text. Drawing on Bell's

(1991) framework, each datum was evaluated against the established criteria and their respective descriptions, which were summarized in the following table.

Table 3.2 The Instrument of Degree of Equivalence (Bell, 1991)

Degree of Equivalence Category	Score/ Scale	Qualitative Parameter
Fully Equivalent	5	The TT serves the exact meaning of ST with no apparent loss, addition, or shift in meaning, style, or function; All semantic components (denotative, connotative, and cultural) are well maintained; The TT is functionally equal in context with the ST.
Partly Equivalent with Increased Meaning	4	TT adds further explanations or cultural clarifications which is not present in ST; Conciseness is diluted, but the TT readers may find it easier to read.
Partly Equivalent with Decreased Meaning	3	TT oversimplifies nuances, such as metaphors and cultural characteristics; Meaning is flattened or omitted in some parts.
Non-Equivalent with Different Meaning	2	TT presents a semantically unrelated or contradictory message.
Non-Equivalent with No Meaning	1	TT omits ST content entirely or renders it vaguely.

The instrument above was used by the researcher to assess the level of equivalence in the target text compared to the source text by giving a score in the column of degree of equivalence. The score of the equivalence level ranges from 1 to 5; the highest score means the translator can fully transfer the meaning, and the lowest score means the translator cannot fully transfer the meaning.

D. Research Procedures

In order to collect the data, the researcher needed to employ some procedures. First, the researcher read the two versions of the *Atomic Habits* book, both the

original and the Indonesian version, and noted down the selected data from both texts. The researcher then examined the selected data, which had to include translation phenomena with distinctive features, such as culturally specific terms (e.g., baseball terminology and American school contexts), idiomatic expressions that might become awkward or even lose their meaning when translated literally, significant technical terms or recurring concepts from the book (such as atomic habits and compound interest), and persuasive sentences that carry educational influence. After the researcher obtained the data from both texts, the data were classified using Newmark's (1988) translation methods framework.

Next, the researcher categorised the previously obtained data into a scoring sheet to assess the degree of equivalence of each translation method as written in the method classification table. The researcher employed Bell's (1991) theory to categorize the degree of equivalence of the selected data (see Appendix E) with 5 criteria, namely, Fully Equivalent, Partly Equivalent with Increased Meaning (PE+), Partly Equivalent with Decreased Meaning (PE-), Non-Equivalent with Different Meaning (NE-DM), and Non-Equivalent with No Meaning (NE-NM).

After all data had been identified, the researcher calculated the frequency of occurrence for each translation method and each degree of equivalence. Every unit under each designated category was manually counted in order to complete the process of calculation. Instead of only reporting the number, the researcher connected the theoretical and practical context by doing the interpretation of the data, which involved explaining the meaning of the calculated outcomes. This interpretation offers additional insights about the translation methods employed by

the translator and how they impact the quality of Atomic Habits' Indonesian translation.

E. Data Collection

As part of the data collection process for this qualitative study, two versions of James Clear's Atomic Habits: the original English source text (ST), published by Avery in 2018, and its Indonesian translation (TT), translated by Alex Tri Kantjono Widodo in 2019, were systematically and textually analyzed. The data included specific translation units, such as words, phrases, clauses, and sentences that displayed distinctive translation characteristics, since the study's goal was to analyze the translation methods and degree of equivalence.

The researcher used purposive sampling to select data in the Introduction and Chapter 1 of the book, which were deemed most representative and analytically significant, rather than examining the full book. According to Patton (2015), this method allowed the researcher to concentrate on information-rich data that closely matched the goals of the study.

F. Data Analysis

The most crucial aspect of research is data analysis. After the previous step of data collection, the researcher processed the data to obtain relevant information about the topic under study, which was used to draw conclusions and answer the research questions. The data analysis in this research was categorized into four main processes: coding the data, identifying the translation methods and degree of equivalence, calculating the translation methods and degree of equivalence, and

interpreting the data. These four steps were used to answer two research questions subsequently

1. Coding the Data

To make the identification, tracking, and organization easier, each chosen translation unit was given a unique code before the researcher started the investigation. The researcher coded the data using the D/C/P/L format, with the following details:

D = data number
C = number of the chapter
P = page number
L = line number on that page

Therefore, for example, the code 1/C.0/P.1/L.4 shows that the first datum was found in Chapter 0 (Introduction), page 1, line 4. Every pair of source text (ST) and target text (TT) that was examined was subjected to the same coding scheme. To aid in additional classification, all coded data were then placed into a table (see Appendices C and E). The researcher can discover and arrange the data more efficiently by using this coding scheme.

2. Identifying the Translation Methods and Degree of Equivalence

The researcher determined the translation methods used after the data were coded. To evaluate if the applied method belonged to one of eight categories: word-for-word, literal, faithful, semantic, communicative, idiomatic, free, or adaptation, each ST-TT combination was thoroughly examined. Operational criteria including the degree of faithfulness to the source language structure, the level of naturalness in the target language, and the presence or absence of meaning or form shifts were used to make this decision.

At the same time, the researcher used Bell's (1991) framework to evaluate each translation unit's degree of equivalence. The following criteria were applied: whether denotative, connotative, and cultural meanings were fully preserved (fully equivalent); whether additional information not present in the ST was added (partly equivalent with increased meaning); whether some nuances were simplified or omitted (partly equivalent with decreased meaning); whether the meaning of the TT significantly differed from the ST (non-equivalent with different meaning); or whether the TT contained no recognizable meaning from the ST (non-equivalent with no meaning). Classification tables were used to record all identification results (see Appendices C and E). Finally, if the data were saturated, the researcher can stop gathering the data.

3. Calculating the Translation Methods and Degree of Equivalence

The researcher calculated the frequency of occurrence for each translation method and each degree of equivalence after all the data had been identified. Every unit under each designated category was manually counted in order to complete the calculation. The following formula was then employed to convert the resulting frequencies into percentages:

$$\text{Percentage} = (\text{frequency of a category} / \text{total number of data}) \times 100\%$$

To make it easier for the reader, the frequency and percentage of the data were displayed in tables. For example, the translation method table showed frequency (f), and percentage (%). The degree of equivalence category, frequency, and percentage columns were also presented in a separate table. This calculation allowed the researcher to determine patterns of the most prevalent method and the

most common trends of equivalence in the Indonesian translation of Atomic Habits.

An example table for the calculation step is shown below.

Table 3.3 The Frequency and Percentage of Degree of Equivalence

Degree Of Equivalence		F (Frequency)	P (Percentage)
Fully Equivalent (FE)			
Partly Equivalent (PE)	Increased Meaning (PE+)		
	Decreased Meaning (PE-)		
Non-Equivalent (NE)	Different Meaning (NE-DM)		
	No Meaning (NE-NM)		
TOTAL		...	100%

4. Interpretation of the Data

The last step of data analysis was data interpretation, which required explaining the significance of the calculated outcomes. At this point, the researcher connected the figures to theoretical and practical settings instead of only reporting them in numbers. The interpretation was crucial in this research to know whether certain translation methods (e.g., communicative translation) typically result in particular degrees of equivalence (e.g., PE- or PE+), and why this happened. Then, in the interpretation, the researcher explained whether the dominance of a particular method aligned with the characteristics of the self-help genre, which aims to motivate and influence readers. Additionally, the researcher discussed the impact of findings such as the high percentage of communicative translation on Indonesian readers' understanding of the book's core message. And last, was to compare the findings from earlier research to identify similarities or differences in patterns.

Thus, the data interpretation not only answered the research questions descriptively but also provided deeper insight into the translator's strategies and their implications for the quality of the Indonesian translation of *Atomic Habits*.

G. Trustworthiness

In qualitative research, the truth of the data is not singular, but plural and dynamic. Techniques were required to verify the data that the researcher had previously gathered. This study applied theory triangulation as its primary validation strategy to guarantee the validity of the results. As Abbaszadeh et al. (2025) explain, theory triangulation is a technique that allows for a more complex and multifaceted understanding of the phenomenon by using various theoretical frameworks to interpret the same dataset. In this case, the analysis combines Newmark's (1988), classification of translation methods with Bell's (1991) framework of equivalence, both of which were applied simultaneously to the same set of translation units. This strategy is similar to that employed by Nafisah et al. (2019), who also included Newmark and Bell's theories in their research. By doing so, the researcher was able to analyze the data from two distinct but related viewpoints, enabling a more comprehensive interpretation.

To address reliability and confirmability issues, the researcher also included a thorough audit trail in the appendices (see Appendices C and E). This part, which covers the coding choices and analysis procedures, is important since it reveals how the conclusions are derived from the data.