

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the method employed by the writer to find the answer(s) of the research questions which have been already mentioned in the first chapter. The first question is what strategies that are used in the subtitle of “Juno” film. The second question is what types of slang that are used in the subtitle of “Juno” film and the third question is what the reasons that influence the use of slang words in the “Juno” film.

This chapter includes formulations of the problems, research strategy which includes research design, source, data collection and data analysis.

3.1 Research Strategy

Research strategy is strategy that is used for the need of doing the research in order to know steps which will be done. The research strategy is divided into three parts. The first part is research design; the second part is data collecting procedures; and the third part is procedures of analyzing the data.

3.1.1 Research Design

This study conducts qualitative approach that “the quality of relationships, activities, situations or materials” (Fraenkel and Wallen 1993: 380). While, Merriam (1998: 5) defines qualitative research as “an umbrella concept covering several forms of inquiry that help us understand and explain the meaning of social phenomena with as little disruption of the natural setting as possible”.

In this research, the writer is the instrument of the study (human instrument). In qualitative research, the appropriate is human or the researcher because it concerns with the processes which can simply be observed by human (Fraenkel and Wallen, 1993: 380-381). Hypotheses are developed during data collection and analysis, and measurement tends to be subjective.

Moreover, the study does not give any control or treatment, which may influence the variable. On the other, descriptive research allows the use of statistics, called descriptive statistic. The main function of descriptive statistics is to describe information or data through the use of numbers (create the numbers of pictures of information).

There are five characteristics of qualitative research as follows :
“(1) Understanding the meaning, (2) Understanding the particular contexts, (3) Identification the phenomena and the effect that unexpected, (4) Existing grounded theory, (5) Understanding the process” Maxwell (Alwasilah, 2002: 107-109).

The writer believes that descriptive method is appropriate for this research because descriptive problems formulation guides the writer in exploring and capturing the social situation to be studied thoroughly, widely, and intensively (Sugiyono, 2007: 15).

3.1.2 Source

The source of this study is “Juno”, a Canadian-American comedy-drama film directed by Jason Reitman and written by Diablo Cody. This film won the

Academy Award for Best Original Screenplay and earned three other Oscar nominations, including Best Picture and Best Actress for Page. This film is about the sixteenth highschooler girl named Juno who decides one day to have sex with her friend (Paulie Bleeker). She likes him well enough, but is not hung up on him. This one time encounters result in Juno's pregnancy. She and her best friend (Leah) decide to take control of the situation by browsing for prospective adoptive parents in local Pennysaver newspaper. Finally, Juno settles on seemingly the perfect affluent couple (Mark) and (Vanessa Loring) who is desperate to have a child. During the conversation among the people in Juno, there are found approximately 336 slang words. Those are potential to be analyzed by Willis' classification and Mattielo's slang based on sociological properties and strategies of subtitling.

3.1.3 Data Collection

Data is commonly viewed as information used to decide and discuss object(s) of investigation (Alwasilah, 2002: 67). In qualitative research, there are three kinds of data collection: interview, observation and documents. In this research, the writer utilizes some techniques of collecting the data, which are elaborated as follows:

1. Watching the original DVD of "Juno" several times to comprehend the whole of stories.
2. Identifying the English version of the script to find the slang.
3. Collecting the dialogues in the script which contain slang.

4. Transcribing dialogues of the movie both English and its Indonesian subtitle .
5. Classifying the slang.

3.1.4 Data Analysis

To analyze the data, the writer employs nine steps. The first step is reading and comparing the original script of the film and the Indonesian subtitle script of “Juno” film. In this step, the writer reads and compares every dialogue to determine the translation strategies which are employed by the translator.

The second step is juxtaposing the written dialogues (English version) and the subtitle (Indonesian version) of the film.

Source Language	Target Language
So, you're <u>cool</u> with that then?	Jadi, kau tenang saja dengannya???

The third step is classifying the slang found based on Willis’ classification (1964: 195) which are: (1) slang words are derived from, or give a new meaning to a standard word; and (2) slang words are new creations or at least have only a slight connection with the established words.

The fourth step is classifying the slang found based on sociological properties. The classification is proposed by Mattiolo (2008: 46) in his book “An Introduction of English Slang: A Description of its Morphology, Semantics and Sociology”. The classification consists of two terms; speaker-oriented and hearer-oriented.

The fifth step is classifying the sentences based on translation strategies of subtitling proposed by Gottlieb (Jaskanen, 1999: 10), which are: Expansion,

Paraphrase, Transfer, Imitation, Transcription, Dislocation, Condensation, Decimation, Deletion, and Resignation.

The sixth step is calculating the numerical data by using statistical method formula (Thorsten, 1999: 22), as follows:

$$P = \frac{F \times 100\%}{N}$$

Note: P= Percentage of subtitling strategy

F= Frequency of strategy used in the study

N= Overall number of subtitling

The seventh step is finding out the reasons that influence the use of slang words in “Juno” film. The eighth step is describing and interpreting the result and the ninth step is drawing conclusions according to the result.

3.2 Concluding Remarks

This chapter has presented how the study was designed and implemented. It has outlined the aspects of methodology used which includes research strategy that consists of research design, source, data collection and data analysis. The forthcoming chapters will develop the analysis of the results while later chapters will conclude the results of the analysis.