CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the study in details. It describes the research method used to achieve the goals of the study and reviews the research stages. The chapter is divided into five sub chapters: research design, research subject, research problem, techniques of collecting data and data analysis.

3. 1 Research Design

The research method of this study is the qualitative method. Pressle in Ratcliff (2002) gives the definition of qualitative research:

Qualitative research is a loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory and gustatory data in the form of descriptive narratives like field notes, recordings, or other written record and pictures or film.

One of the qualitative researches is to extract the meaning of the phenomena. According to Maxwell (1966) there are five purpose of qualitative research, they are:

1. Understanding the meaning, of the participants in the study, the events, situation, and actions involved with and the accounts of their life and experiences.

2. Understanding the particular context within which the participants act and the influence that this context has on their actions.

3. Identifying unanticipated phenomena and influences and generating new grounded theories.

4. Understanding the process by which events and actions take place

5. Developing causal explanations.

In presenting the data, the researcher uses a descriptive method. As Gay L.R in Anggareni (2004:37) states, descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer question concerning the current status of the subject of the study. The researcher believes that descriptive method is appropriate for this study because the goal of this research systematically, factually, and accurately describes or illustrates the fact, characteristics and relationship of researched elements.

3.2 Research Subject

The subject of the study is the action/comedy film "Kung Fu Panda" directed by Mark Osbone. It is about a lazy, irreverent slacker panda, named Po, who is the biggest fan of kung fu around…which doesn't exactly come in handy while working every day in his family noodle shop. Unexpectedly chosen to fulfill an ancient prophecy, Po's dream become reality when he joins the world of kung fu and studies alongside his idols, the legendary furious five: tigress, Crane, Mantis, Viper and Monkey.

3.3 Research Problem

In relation to the subject of the research, the researcher believes that it is interesting to analyze the subtitling strategies used by the subtitler. It is also worth to find out the problems occurring in subtitling. This research is aimed to uncover the answers of the following questions:

1. What kind of strategies used by the translator in subtitling "Kung Fu Panda"?

2. What are the problems occurring in subtitling?

3.4 Techniques of Collecting Data

The main data of the research is taken from the original VCD of action/comedy film" Kung Fu Panda". Movie script is taken from the film's dialogues and the subtitle script is also taken from the original film.

In collecting the original data, the researcher uses the procedure as follows:

1. Observing the original DVD of "Kung Fu Panda".

   The researcher watched the original DVD of "Kung Fu Panda" several times in order to see the connection between the film's dialogue and the subtitling script. The researcher believes that watching the film several times is an important process to understand the whole conversation and it becomes the basic step before analyzing the subtitling strategies.

2. Making the movie script from the film dialogues, both the English and Indonesian Version.

This step is done by the researcher in order to acquire the textual data for this research.

3. Reading and comparing the script of original DVD "Kung Fu Panda" and the script of English-Indonesia subtitle in the film.

    In this step, the researcher reads and compares every dialogue in the original script of the film with English-Indonesia subtititle to determine the subtitling strategies that is used by subtitler.

4. Analyzing and describing the usage of subtitling strategies in the film.

    This step is done to analyze and use some subtitling strategies in the film.

5. Doing library research in order to get relevant theories.

    This step is done for getting some additional theories and data that are required to accomplish the comprehensive research.

3.5 Data Analysis

In this research, the researcher employs several steps to analyze the data that figure out as follows:

1. The researcher arranges the movie script and the subtitle text dialogue by dialogue.

2. The researcher then finds out the strategies used in each dialogue on movie script and its subtitle by using Gottlieb's Subtitling strategies as served below:

    a. Expansion

      b. Paraphrase

      c. Transfer

      d. Imitation

      e. Transcription

      f. Dislocation

      g. Condensation

      h. Decimation

      i. Deletion

      j. Resignation

3. After analyzing the subtitling strategy of each dialogue, the researcher gathers the finding based on each strategy and counts the number of each strategy.

4. Then, the numeric data is counted by using a simple scaling for film subtitle strategy (Thorsten, 1999:22 in Miranti, 2004) in order to determine the percentage of each strategy.

    $P = F/N \times 100\%$ P = Percentage

                                F= Frequency of subtitling strategy

                                N= Overall number of subtitling

5. After all data are gained, all of them are discussed to draw the conclusion.

6. Eventually, the researcher investigates the problem occurring in subtitling.