

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, subject of the research, research problem, techniques of collecting data and techniques of analyzing data.

3.1 RESEARCH DESIGN

The research method of this study is the qualitative methods. Preissle in Ratcliff (2002: 1) 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 transcriptions from audio- and videotapes and other written records and pictures or films.

In the context of qualitative approach in a research, Siegle (2002) mentions several assumptions as follows. Below are the assumptions:

1. Qualitative researchers are concerned primarily with **process**, rather than outcomes or products.

2. Qualitative researchers are interested in **meaning** how people make sense of their lives, experiences, and their structures of the world.
3. The qualitative researcher is the **primary instrument** for data collection and analysis. Data are mediated through this human instrument, rather than through inventories, questionnaires, or machines.
4. Qualitative research involves **fieldwork**. The researcher physically goes to the people, setting, site, or institution to observe or record behavior in its natural setting.
5. Qualitative research is **descriptive** in that the researcher is interested in process, meaning, and understanding gained through words or pictures.
6. The process of qualitative research is **inductive** in that the researcher builds abstractions, concepts, hypotheses, and theories from details.

From the assumptions above, it is concluded that qualitative research is appropriate in presenting, analyzing and finding the data. Gay (1987) notes that qualitative research is applied since it systematically and factually describes and illustrates the characteristics of and the connection between the phenomena intended in the present study. Descriptive quantification is also applied to examine tendencies.

3.2 SUBJECT OF THE RESEARCH

The subject of the study is the action/comedy film “The Dukes of Hazzard” directed by Jay Chandrasekhar. This film is chosen as the subject of the research since it contains many swearwords.

3.3 RESEARCH PROBLEM

In relation with the subject of the research, it is interested in analyzing the types of swearwords found in the movie. It is also worth finding the strategies of translating the swearwords used by the subtitle. This research is aimed to answer of the following questions:

1. What types of swearwords are uttered in ‘The Dukes of Hazzard’ film in terms of grammatical patterns?
2. What strategies are used in translating the swearwords in the subtitle of ‘The Dukes of Hazzard’ film?

3.4 TECHNIQUES OF COLLECTING DATA

The whole data of the research are taken from the original DVD of “The Dukes of Hazzard” film distributed by Warner Bros. Pictures. In collecting the data, several steps are taken as follow:

1. Selecting “The Dukes of Hazzard” film as the subject of investigation.

Dialogs and subtitles containing swearwords in the DVD (Digital Versatile Disc) of “The Dukes of Hazzard” are the objects of this research.

2. Transferring the movie dialogs and the subtitles containing swearwords, into script.

The movie dialogs and its subtitles containing swearwords are transferred from the caption served in the DVD into script. They were then placed next to another. This step is considered necessary in order to acquire the intended data for this research.

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

This step is done for getting some additional theories and data that is needed to support the research investigation.

3.4 TECHNIQUES OF ANALYZING DATA

In this research, several steps are employed that figure out as follows:

1. Arranging the movie script and the subtitle text containing swearwords sentence by sentence. For example:

DIALOGUE	SUBTITLE
Boss Hogg : Oh, and bring me my <u>damn</u> safe back.	Dan kembalikan lemari besiku padaku.

2. Classifying the swearwords in terms of the grammatical patterns as proposed by Anderson and Trudgill in Ariani (2002: 16). All items of swearwords are then clustered and counted. In order to make the analysis easier, different codes are used to mark each type of swearwords.

Table 3.1 Types of swearwords in terms of grammatical patterns

TYPE	CODE
Major Constituent of a Sentence	MCS
Part of a Constituent of a Sentence	PCS
Separate Utterance	SU
Adsentence	AD
Part of Word	PW

3. Analyzing the strategy used in each dialog containing swearword and its subtitle by applying the subtitling strategies devised by Katan (Schwarz, 2003) and Gottlieb (Taylor, 2002). Below are the tables of those strategies and their codes:

Table 3.2 Katan's Subtitling Strategies for Cultural Terms

STRATEGY	CODE
Chunking Up	CU
Chunking Down	CD
Chunking Sideways	CS

Table 3.3 Gottlieb's Subtitling Strategies

STRATEGY	CODE
Expansion	Exp
Paraphrase	Par
Transfer	Trf
Imitation	Imit
Transcription	Trc
Dislocation	Dis
Condensation	Cnd
Decimation	Dec
Deletion	Del
Resignation	Res

4. After analyzing the subtitling strategy of each dialog containing swearwords, the data are classified based on each strategy. All film subtitles containing the same subtitling strategies are clustered and counted.
5. In order to determine the percentages, all numeric data are presented by utilizing a formula as a simple scaling for film subtitle strategy.

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

P = Percentage
F = Frequency of subtitling strategy
N = Overall number of subtitling

6. After all data are obtained, they are discussed to make the conclusion.

