

CHAPTER III

RESEARCH METHODOLOGY

The preceding chapter has discussed theoretical foundation of translation, speech act, and film-subtitle applied in the analysis of the data. In compliance with the organization of the paper, the third chapter explores the methodology used in conducting this study. This chapter also consists of research design, data source, procedure of data collection, and procedure of data analysis.

3.1 Research Design

Research is a way to answer questions that conducted in a systematic form. It has some basic steps to guide researcher in conducting the research and also guide the reader to understand what has been conducted. This study is guided by descriptive qualitative method. Bogdan and Biklen (1982) explain that a qualitative method has the natural setting as the direct source of data and the researcher has a role as the key instrument. It means that a researcher has an authority in elaborating what has been found in the source and applying the appropriate theory to answer the research questions.

Since the aim of this study is to examine speech acts and its translation procedures in the film subtitle, qualitative method is considered as the most

appropriate framework (Wray, 1988: 95). It is because the method not only involves a description but also an analysis in answering the research questions.

Furthermore, in conducting this study, the writer used descriptive qualitative method to answer questions about the speech acts found in the translation of the “Up” film and the translation procedures found in film subtitle. Then, the writer described and explored the analysis of this study and explained the result of the study.

It can be stated that in this paper, the qualitative method is applied by making a description of speech acts and the translation procedures in the film subtitle including the quality of the film subtitle in the “Up” film.

Additionally, to gain a complete understanding in doing the analysis, the writer also applied descriptive method. It is used because the result of this study has to be described clearly after the classification and analysis process. As Fraenkel and Wallen (1993: 23) mention that descriptive method is a method that is used to explain, analyze, and classify something through various techniques.

3.2 Data Source

The largest amount and various speech produces by the characters in a detail setting was the writer’s main reason for choosing “Up” film. Since the two main characters of this film are an old man and a young kid, the film was considered as the interesting one which brings moral value for the viewers from any ages. Moreover, the writer realizes that the film has also been widely distributed to many non-English-

speaking countries, including Indonesia, and therefore, it must be supported by comprehensible subtitle of target languages.

The data sources of this study are written text, which were taken from one of the best animated film in 2009 from Pixar Animation Studios and the creator of Finding Nemo and Monster, Inc. The data are collected by closely observing the terms in SL and TL of data source. By reading the data source, all the speech acts and the procedure of the film subtitle are listed. Therefore, the data were taken directly from the data source.

The data sources are the original screenplay which contains 100 pages in PDF and the subtitle which is written in the down side of the screen. Then they were sorted and rewritten to obtain only the speech in the film. The writer took the whole speech as the data samples. Each sample has already been classified in the homogenous data. Moreover, to complete the primary data, the writer also explored any other supporting data taken from books, articles, internet, and other references.

3.3 The Procedure of Data Collection

To obtain valid and reliable data, the writer decided to use and analyze the whole range of the primary data rather than use sampling method. The primary data was taken from the original screenplay and the transcription of the subtitle. In order to analyze the speech acts, the writer only collected the utterances that are said by all characters in the “Up” film. Finegan (1992:307) distinguishes an utterance as a

sentence that is said, written, or signed in a particular context by someone with a particular intention, by means of which the ‘speaker’ intends to create an effect on the ‘hearer’. According to that definition, the writer does not include the sentence that is written or signed in the film because it is not being translated in the subtitle. The subtitle itself only consists of the spoken utterances.

Moreover, to support the primary data, the writer also added some complementary data which are significant in enriching the information and developing the idea of the study. This is known as secondary data which taken from many sources such as textbooks, dictionaries, journals, articles, websites, etc.

3.4 The Procedure of Data Analysis

Basically, the analysis process is started from the data collection process. By using the primary data that are supported by the secondary data, the writer draws an understanding about some theories. In this case, the main theories that are used to analyze the primary data are theories of speech acts, subtitle strategies, and the quality of the subtitle.

In addition, to analyze the data in this research, some steps of procedures are conducted, as follows:

1. Watching the film in order to comprehend the whole story of the film through the script and subtitle,
2. Searching the original script of the movie from the internet,

3. Transcribing the subtitle (Indonesian version) of the film,
4. Reading both the original script (English version) and the subtitle (Indonesian version) repeatedly,
5. Juxtaposing the English and Indonesian version,

Source Language	Target Language
What you are now witnessing is footage never before seen by civilized humanity.	Anda sedang menyaksikan apa yang belum pernah dilihat manusia.
How're my dogs doing?	Apa kabar anjing-anjingku?

6. Identifying and classifying the utterances which belong to types of speech acts (Searle's theory) and subtitle strategies (Gottlieb's theory) of the dialogues. In the process of analyzing speech acts, the utterances are classified into representative, directives, commissive, expressive, and declarative, while the subtitle strategies involved in this analysis are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Source Language	Target Language	Type of Speech Acts	Subtitle Strategy
Quite a sight, huh Ellie?	Menarik ya, Ellie?	Expressive	Condensation
I promise to capture the beast alive!	Aku berjanji menangkap hewan itu hidup-hidup.	Commissive	Transfer

7. Calculating total number and percentage of each type of speech acts and subtitle strategies. In the calculation, the writer employed percentage technique as described below:

$$P = f/n \times 100\%$$

P: percentage of each type of speech acts/ subtitle strategies

F: frequency of each type of speech acts/ subtitle strategies

N: total number of whole utterances

8. Presenting the results of the calculation into tables and diagrams as simple medium to interpret the findings,
9. Describing and interpreting the findings of the analysis from tables and diagrams presentation, and
10. Drawing some conclusions based on the findings.

3.5 Concluding Remark

This chapter has presented the research methodology used in this study. It also has presented the research design and data source. In addition, this chapter has discussed the procedure of data collection and data analysis to answer the research questions.