

CHAPTER III

RESEARCH METHODOLOGY

This chapter deals with the research methodology used to answer the research questions. It contains the research method, the research subject, the techniques of collecting and analyzing data, the data population and sample and the data analysis and interpretation.

3.1 Research Method

According to Bogdan and Taylor, “a qualitative method is a research procedure that produces descriptive data in written or spoken text” (cited in Moleong, 1989). A qualitative method is used in the study in which the data need to be analyzed and then interpreted in form of description.

Creswell (2007: 243) defines that a qualitative method is a research procedure in which data to be analyzed require understanding on how to make sense of the text and the images, in order to be able to interpret and answer the research questions. Like a quantitative method, a qualitative method requires comparisons with the literature and/or past research that has correlation to the analysis and the interpretation.

In addition, Fraenkel and Wallen (1990) explain a qualitative method as a research procedure that produces an analytic process in interpreting the data rather than using numbers in the text. A qualitative method is then used in the research

in which the data are not in the form of calculation formula, but in the form of data analysis and interpretation.

Based on those explanations, the research method applied in this study is a descriptive qualitative method. By using this method, the writer is expected to be able to find out, to identify, to define and to explain the topic of the study. A library research is also used in conducting the research, in order to find out some theories through numbers of books, journal, articles, and other sources that have correlation to the topic. Considering the study would rely more on the result of the text analysis and interpretation in the form of data description rather than in the form of formulaic number, the writer believes that the descriptive qualitative method is suitable for the research.

3.2 Research Subject

The subject of the research is the original DVD of “The Pursuit of Happiness” movie. “The Pursuit of Happiness” is a drama movie produced by Columbia Pictures and distributed by Sony Pictures. It was released at the first time in December 15, 2006. The movie was written by Steve Conrad and it was directed by Gabriele Muccino. The movie English dialogue was translated into Indonesia subtitle by Ahmad Syauqie. The story was set in San Fransisco, USA. It was about Chris Gardner. Chris Gardner was a Black American and he was bright and talented, but marginally employed salesman. He struggled to make ends meet. Gardner found himself and his five-year-old son evicted from their San Francisco apartment with nowhere to go. When Gardner landed an internship at a prestigious

stock brokerage firm, he and his son endured many hardships, including living in shelters, in pursuit of his dream of a better life for the two of them. The writer found it interesting to analyze “The Pursuit of Happiness” drama movie because it contains various scales of formality used by the Black American characters of the movie in their interaction.

The writer is using movie script in both English and Indonesian versions as the data to be analyzed. The source language (SL) of English version is taken from the movie’s dialogue and the target language (TL) of Indonesian version is taken from the movie’s subtitle. The dialogue and the subtitle are transferred into written or text forms as a movie script.

3.3 Technique of Collecting and Analyzing Data

Creswell (2007: 243) defines some steps that can be used in collecting and analyzing the data in a qualitative method. The steps are preparing and organizing the data, exploring and coding the database, describing findings and forming themes, presenting and reporting findings, interpreting the meaning of the findings and validating the accuracy of the findings.

Therefore, the writer collected and analyzed the data by using the research techniques based on the steps proposed by Creswell above. In conducting the research, after the data are collected, those are then analyzed. The analysis is aimed to describe the collected data to present them in the findings and explain them in the discussion. The analysis in the findings and the discussion are then interpreted to finally draw a conclusion.

3.3.1 Data Collecting Technique

The steps of collecting the data are as follow:

1. Watching the movie

The writer watched the movie repeatedly to get better understanding about the source language (SL) movie's dialogue and the target language (TL) movie's subtitle.

2. Making a movie script

The writer transferred the source language (SL) movie's dialogues and the target language (TL) movie's subtitles into a written or text form as a movie script.

3. Extracting the selected dialogues in the movie script into transcript

The writer extracted the selected source language (SL) movie's dialogues and its target language (TL) movie's subtitles, placed each dialogue in line with its subtitle.

4. Selecting dialogues in the movie script

The writer selected some source language (SL) movie's dialogues and its target language (TL) movie's subtitles from the movie script as the data sample to be described.

3.3.2 Data Analyzing Technique

The steps of analyzing the data are as follow:

1. Finding out the scales of formality

The writer analyzed the scales of formality on the selected source language (SL) movie's dialogues by using the theory of scales of formality proposed by Joos (1967). The writer also analyzed the factors of context of situation (field, tenor, and mode) proposed by Linda and Wignel (1994) on each item, in order to help the writer in analyzing the scales of formality. 'Mode' or speakers' language managements played a major role in analyzing the scales of formality. 'Field' (setting or situation) and 'tenor' (relationship between participants) were also used in order to support and make better analysis on the scales of formality.

2. Identifying the degrees of equality of the formality scales in the source language (SL) to be translated in the target language (TL)

By considering Munday and Basil's (2004) and Catford's (1965) explanations, the writer analyzed the degrees of equality of the formality scales in the source language (SL) movie's dialogues to be translated in the target language (TL) movie's subtitles on each item, whether the degrees of equality were equal or unequal (increasing or decreasing).

3. Finding out the translation procedures on the scales of formality

The writer analyzed the translation procedures used to translate the analyzed scales of formality on each item of the selected source language (SL) movie's dialogues and its target language (TL) movie's

subtitles by using the theory of translation procedures proposed by Newmark (1998).

4. Presenting and explaining the data analysis

The writer presented the result of the analysis in the findings and explained the analyzed data in the discussion.

5. Drawing the conclusion

The writer interpreted the data based on the analysis of the description in the findings and the discussion, and drew conclusion.

3.3 Data Population and Sample

Creswell (2007: 393) indicates that the research design is divided into three levels; they are population, target population, and sample. The sample taken in the research should represent the population. The writer took the movie scenes in the movie script that contain monologs and dialogues as the population in this study. The target population is the dialogues that contain various scales of formality spoken by the Black Americans. The writer selected some items from the target population as the data sample to be analyzed.

The steps of the sampling process are as follows:

1. There are about 129 events in the movie script that contain monologs and dialogues. The scenes are the population.
2. From the scenes, the dialogues that contain various scales of formality spoken by the Black Americans are considered as the target population (there are about 800 items).

3. There will be 210 items (about 26 % from the target population) to be analyzed taken from the target population as sample. The sample is drawn randomly from the beginning, the middle, and the end of the 129 events. In the other words, there are 70 items picked from the beginning of 129 events (randomly drawn from event 1-43), 70 items from the middle of 129 events (randomly drawn from event 44-86), and 70 items from the end of the 129 events (randomly drawn from event 87-129).

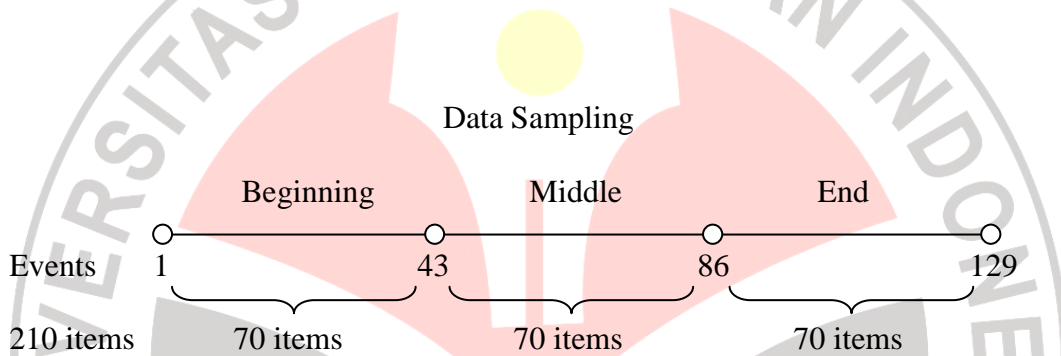


Figure 3.1 Data Sampling Technique

3.5 Data Analysis and Interpretation

Creswell states that a qualitative research is the process of analyzing data. Creswell also states that a qualitative research is an “interpretive” research (2007: 245). Therefore, the description of the data analysis and interpretation in a qualitative research play important role. Good analysis and interpretation in a qualitative study would rely on a good research.

In this study, the writer employed several steps to analyze and to interpret the data. The steps of analyzing and interpreting the data are as follows:

1. The writer arranged the source language (SL) movie's dialogue and its target language (TL) movie's subtitle sentence by sentence in the form of transcription tables. The tables are used to present the findings and to explain them in the discussion.

- The first table is to present and to explain the analysis of the scales of formality. The table is as follow:

Speaker - Addressee	Movie's Dialogue (Source Language)	The Scales of Formality
Chris Gardner - Mr. Frohm	Ten-minute break, pop out, get a quick bite and then back in there for board prep.	Formal

- The second table is to present and to explain the analysis of the degrees of equality of the formality scales in the source language (SL) and in the target language (TL). The table is as follow:

Source Language (Movie's Dialogue)	Scales of Formality	Target Language (Movie's Subtitle)	Scales of Formality
Ten-minute break, pop out, get a quick bite and then back in there for board prep.	Formal	Ini sedang istirahat 10 menit, keluar, makan cepat dan kembali.	Casual

- The third table is to present and to explain the analysis of the translation procedures used to translate the scales of formality. The table is as follow:

Source Language (Movie's Dialogue)	Scales of Formality	Target Language (Movie's Subtitle)	Scales of Formality	Translation Procedures
Ten-minute break, pop out, get a quick bite and then back in there for board.	Formal	Ini sedang istirahat 10 menit, keluar, makan cepat dan kembali.	Casual	Shift

2. And then, the writer then counted the analyzed data by using a simple data scaling, in order to determine the percentages of the scales of formality, the degrees of equality and the translation procedures. The data scaling is as follow:

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

P = the percentages of the scales of formality, the degrees of equality and the translation procedures

F = the frequency of occurrence the scales of formality, the degrees of equality and the translation procedures

N = total number of data

3. Finally, the writer then interpreted the analyzed data in the findings and in the discussion to make a report and to draw a conclusion.