

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter focuses on the methodology used in the research to investigate the issue raised in the research questions. It consists of Method of the Research, Research Questions, Aims of the Study, Scope of the Study, Movie Synopsis, Subject of the Research, Data Collection and Technique and Data Analysis.

#### 3.1 Method of the Research

In conducting the research, the researcher employed a descriptive method. This method is considered to be relevant to this study since it involves the collection of data for the purpose of describing existing phenomena. This method is used in presenting the data. According to Fraenkel and Wallen (1993 : 23), descriptive method is a method used to explain, analyze and classify something through various techniques, among others which the researcher used are text analysis and questionnaires. The purpose of descriptive research is to describe current condition without them being influenced by the investigator and to make a systematic and accurate description about the facts of particular objects.

In the present research, the researcher identified and classified the English culture-specific terms in the Indonesian subtitle of cartoon movie *Ratatouille* and also

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focused on the translation strategies used in translating the culture-specific terms, whether they are foreignized or domesticated.

### 3.1.1 Research Questions

In the present study the researcher responded to the following questions:

1. What are culture-specific terms found in the Indonesian subtitle of cartoon movie *Ratatouille*?
2. What specific translation strategies are used in the process of domestication and foreignization in Indonesian subtitle of the cartoon movie *Ratatouille*?
3. How is the quality of the Indonesian subtitle of cartoon movie *Ratatouille*?

### 3.1.2 Aims of the Study

In doing the present study, the researcher aimed is as follows:

1. To identify what are the English culture-specific terms in the Indonesian subtitles of the cartoon movie *Ratatouille*.
2. To find whether the English culture-specific terms are domesticated or foreignized in the Indonesian subtitle of cartoon movie *Ratatouille*.
3. To find which specific translation strategies are used along with the process of domestication and foreignization in the Indonesian subtitle of cartoon movie *Ratatouille*.

4. To know how is the quality of Indonesian subtitle of cartoon movie *Ratatouille*.

### 3.1.3 Scope of the Study

There are a lot of aspects that can be investigated in term of translation, but the researcher only focused to the translation strategies which used in Indonesian subtitle of cartoon movie *Ratatouille*. This includes whether the Indonesian subtitle of cartoon movie *Ratatouille* is domesticated or foreignized, which specific translation strategy used in the subtitle and the quality of Indonesian subtitle of cartoon movie *Ratatouille*.

### 3.2 Subjects of the Research

In the present study, the researcher used two kind of subjects. The first subject was the transcribed subtitle of cartoon movie *Ratatouille*, both English and Indonesian. The researcher then analyzed the transcribed in order to find the culture-specific terms and the strategies used in translating those terms by using Pedersen's (2005) model of foreignization-domestication continuum. The translation analysis revealed that there were 204 culture-specific terms which can be divided into four groups, according to Newmark's (1988) classification of culture-specific terms. First group was ecology which consisted of names of geographical features. Second group was material culture which consisted of names of food, dishes and drinks. The third

group was social culture which consisted of occupation of people who work in the kitchen and occupation related to culinary field. Finally, the last group was gestures and habits which consisted of behavior or characteristic ways of a people.

The second subject of the study were three persons who have watched the movie. Those three persons, including the researcher were asked to fill questionnaires regarding the quality of Indonesian subtitle of the movie. Since the researcher did not have many experiences in judging the translation quality of culture-specific terms, the researcher asked two of her colleagues who have watched cartoon movie *Ratatouille* to participate in judging the quality of culture-specific terms translation in Indonesian subtitles of cartoon movie. The two of them are majoring in English Literature in UPI and having a good knowledge in English, so that the researcher thinks the judgment will be acceptable and fair enough. The researcher used three persons as reviewers because if there is a difference result between the first and the second reviewer, the third reviewer will be the final point to make a conclusion. By using questionnaires method, the researcher gave several questions about the accuracy, clarity and naturalness of the translation based on Barnwell's (1996) criteria of judgment in order to know the quality of Indonesian subtitle of the movie.

### 3.2.1 Movie Synopsis

Remy, the rat, dreams of becoming a great chef despite his family's wishes and the obvious problem of being a rat in a decidedly rodent-phobic profession. For some reason, people don't like rats in the kitchen.

When Remy ends up in Paris, France, known for its delectable cuisine, he realizes his luck as he find himself ideally situated beneath a restaurant made famous by his culinary hero, Auguste Gusteau.

Despite the apparent dangers of being an unwanted visitor in the kitchen at one of Paris' most exclusive restaurants, Remy becomes an unlikely friend of Linguini, the garbage boy, who unintentionally discovers Remy's amazing talents. The two conspirers make a deal that ultimately puts into motion a funny and unpredictable chain of events that have the potential of making a big impact on the culinary world of Paris.

With all the excitement of following his dream, Remy finds himself torn between his new life and his old, as a rat. He learns the truth about friendship, family and having no choice but to be who he really is, a rat who wants to be a chef.

### 3.3 Data Collection and Technique

The main data of the study were taken from the DVD of cartoon movie *Ratatouille*. The English script of the movie was obtained from the internet and the subtitle was from the DVD. The data were collected by using the following technique:

1. Finding the English original script and the Indonesian subtitle of cartoon movie *Ratatoille*. Arranging all the English script and the Indonesian subtitle into tables, in order to make the analysis easier.
2. Identifying the culture-specific terms as the representative data from the movie.
3. Calculating the reoccurrences of all culture-specific terms to find out the frequent occurrences of each term in the movie subtitle.
4. Grouping the culture-specific terms into four groups; the first group was on ecology which consisted of geographical features, the second group was based on material culture which consisted of names of dishes, foods and drinks, the third group was based on social culture which consisted of names of

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occupation of the people who work at the kitchen or any professions related to culinary field, and the last group was based on gestures and habits which consisted of behavior or characteristic ways of a people found in the English script of cartoon movie *Ratatouille*.

### 3.4 Data Analysis

After all data have been collected, they were then analyzed by adopting descriptive method. In analyzing the data, the researcher employed some research procedures as follows:

1. In order to classify the cultural-specific terms from the movie, the researcher divided the 204 terms into four different groups based on Newmark's (1988) classification of culture-specific terms, which are based on ecology, material culture, social culture and gestures and habits.
2. The researcher transcribed each translation of selected dialogues with couple pairs method introduced by Toury (1995). Couple pairs mean that the scripts of English dialogues of the movie are compared with the corresponding Indonesian subtitles.

For example:

|         |            |
|---------|------------|
| English | Indonesian |
|---------|------------|

|  |  |
|--|--|
| And the best food in paris,<br>some say, is made by chef<br>Auguste Gusteau. | <i>Dan makanan terbaik paris<br/>dibuat oleh chef Auguste<br/>Gusteau.</i> |
|--|--|

3. Compared both original English script and Indonesian subtitle of the movie and identified the strategies used in translating each culture-specific terms of the movie by employing the continuum of foreignizing-domesticating translation strategies suggested by Jan Pedersen (2005).
4. Calculated the number of terms and translation strategies of each culture-specific term to see which dominant translation strategy in the Indonesian subtitle of the movie and presented all numeric data as simple scalling for translation strategies by using formula proposed by Thorsten (1992: 22), which is:

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

P = Percentage

f = Frequency of Translation Strategies

N = Overall number of translation

After calculating the percentage, the most dominant translation strategy in each classification would be found.

5. Gave questionnaires related to the quality of the Indonesian subtitle to three persons who have watched the movie. The quality of the translation was measured by the level of accuracy, clarity and naturalness. There are four criteria in the questionnaire, which are bad (if the terms are not translated correctly, cannot be understood by the TL reader, and not sound natural in target language), fair (if the meaning of the translation is correct, cannot be understood by the TL reader, and not sound natural in target language), good (if the meaning of translation is correct, can be understood by the TL reader, and not sound natural in target language), and excellent (if the meaning of translation is rendered completely and correctly, can be understood easily by the TL reader and sound natural in target language).
6. Calculated the result of questionnaires and presented it in a form of diagram to see how is the quality of Indonesian subtitle of the movie.
7. Reported and discussed the findings in a descriptive narrative in form of research paper.
8. Made conclusions based on the findings and discussions of the present study.