

CHAPTER III

RESEARCH METHODOLOGY

3.1 Formulation of Problems

The writer formulates the problems into three questions which have already been exposed in the first chapter. The first question is what are the strategies used by the subtitler in subtitling the "Spider-Man 2" film? The second question is what are the reasons behind the use of these subtitling strategies? The last question is what problems usually exist in film subtitling?

3.2 Research Procedure

The research procedure is divided into three parts. The first part is research design; the second part is data collection; and the last part is data analysis.

3.2.1 Research Design

The writer employs a qualitative research design considering the characteristics of a case study. The qualitative research design deliberately gives up on the quantity in order to reach a depth in analysis of the object studied (http://wikipedia.org/wiki/Qualitative_method). Maxwell (1996) states that qualitative research design focuses on specific situations or people and emphasizes on words rather than numbers. The purposes of qualitative research design are to understand a phenomenon in context-specific settings (Hoepfl, 1997), to understand a social or human problem in a complex holistic picture

formed with words (Cresswell, 1994), to understand the meaning of events and actions, to understand the particular context of the events and actions and the influence that this context has on, to identify unanticipated phenomena and influence, to generate new grounded theories, to understand the process by which events and actions take place, and to develop causal explanations of the events, situations, and actions (Maxwell, 1996: 17-20).

A case study is a unit of analysis that focuses on a single entity which exists in natural environment (Johnson, 1992). The purpose of case study is to describe the case in its context.

Guided by a research question, a researcher studies the case and those aspects of the environment that pertain to that case and that shed light on the research question. Stake (1998) offers this definition of case study: "the case study is a study of a 'bound system,' emphasizing the unity and wholeness of that system, but confining the attention to those aspects that are relevant to the research problem at the time. (Johnson, 1992: 76)

In presenting the data, the writer employs a descriptive method. Gay L.R. (Anggraeni, 2004: 37) states that 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 research. The writer believes that descriptive method is appropriate for this research because the goal of this research is to systematically, factually, and accurately describe or illustrate the fact, characteristics, and relationship of the researched elements.

3.2.2 Data Collection

In collecting the data, the writer takes four steps. The first step is getting and observing the original VCD of "Spider-Man 2." Observation is conducted several

times in order to see the relationship between the film's dialogues and the subtitle script.

The second step is getting the film script from Internet and making the script of English-Indonesian subtitle from the film dialogues. This step is carried out by the writer in order to acquire the textual data for this research.

The third step is making several correspondences with the production house and the subtitler. Making correspondences with Amalia Napu (the public relation of Dutamitra production house) are conducted to get the data about the subtitler. Making correspondences with Ade Rustandi (the subtitler) are performed to get data about subtitling strategies and problems.

The last step is doing library research in order to get relevant theories. This step is carried out for getting some additional theories and data which are required to accomplish the research.

3.2.3 Data Analysis

In analyzing the data, the writer employs eight steps. The first step is reading and comparing the original movie script and the English-Indonesian subtitle script of "Spider-Man 2" film. In this step, the writer reads and compares every dialogue in the original script of the film with the English-Indonesian script to determine the subtitling strategies which are used by subtitler. It is also conducted to search out several subtitling mistakes and problems in subtitling the film.

The second step is arranging the movie script and the subtitle text dialogue by dialogue. For example:

She looks at me every day. Mary Jane Watson.	Dia melihatku tiap hari. Mary Jane Watson.
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The third step is identifying the data. In this step, the writer identifies every sentence carefully.

The fourth step is classifying the sentences into two categories proposed by Gottlieb and Niska. When a sentence is classified based on Gottlieb's category, the sentence will fall into one of these ten strategies, namely (1) Expansion, (2) Paraphrase, (3) Transfer, (4) Imitation, (5) Transcription, (6) Dislocation, (7) Condensation, (8) Decimation, (9) Deletion, and (10) Resignation. When a sentence is classified based on Niska's category, the sentence will fall into one of these six strategies, namely (1) Equivalent, (2) Direct Loan, (3) Explanation, (4) Loan, (5) Neologism, and (6) Combination.

The fifth step is gathering the finding based on each strategy and counting the number of each strategy.

The sixth step is counting the numerical data by using a simple scaling for subtitling strategies (Thorsten, 1999: 22) in order to determine the percentage of each strategy.

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

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

The seventh step is analyzing the e-mails from the subtitler to investigate the reasons behind the use of subtitling strategies and film subtitling problems.

The final step is discussing the data to draw conclusion.

