

CHAPTER III

RESEARCH METHODOLOGY

This chapter contains the methodology of study and the description of procedures used in investigating the data of the research, including the research questions, the aims of the study, the data collection and data analysis.

A. Research Questions

This research is carried out to analyze the following research questions.

1. What translation procedures are used in the English-Indonesian subtitle of “Into the Wild” movie?
2. How is the quality of English-Indonesian subtitle translation in the “Into the Wild” movie?

B. Aims of the Study

Specifically, this research is focused on two objectives.

1. The study is aimed at investigating the translation procedures that are used in translating the English-Indonesian subtitle of “Into the Wild”.
2. The study is intended to analyze the quality of English-Indonesian subtitle translation in the movie “Into the Wild”, whether the translation is qualified or not.

C. Research Design

The theoretical framework of this study is qualitative and the approach is case study. According to Baxter and Jack (2008:544), qualitative case study methodology provides tools for researchers to study complex phenomena within their contexts by using a variety of data sources. Furthermore, Denzin and Lincoln (1994) in Joubish (2011:2083), define qualitative research as multi-method in focus which involving an interpretive and naturalistic

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approach to its subject matter. It means that qualitative researcher study things in their natural settings to interpret the phenomena in terms of people bring to them. This study use the variety of empirical materials case study, personal experience, introspective, life story interview, observational, historical, interactional, and visual texts that describe routine and problematic moments and meaning in individuals' lives.

Fraenkel, Wallen, & Hyun (2012:426-427) describe the features of qualitative research as follows.

- a. The natural setting is the direct source of data, and the researcher is the key instrument in qualitative research. It implies that the qualitative researchers go directly to the particular setting of interest to observe and collect the data.
- b. Qualitative data are collected in the form of words or pictures rather than numbers. It implicitly shows that the kinds of data collected in qualitative research include interview transcripts, field notes, photographs, audio recordings, videotapes, diaries, personal comments, memos, textbook passage, and anything else that can convey the actual words or actions of people.
- c. Qualitative researchers are concerned with process as well as product. It means that the qualitative researcher are likely to observe the meaning that people give to certain words or action, how people interact with each other, and how certain kinds of questions are answered.
- d. Qualitative researchers tend to analyze their data inductively. It can be said that the qualitative research does not formulate the hypothesis before seek to test it out. According to Thomas (2003:3), in inductive analysis, the data analysis is determined by both of the research objectives and multiple readings and interpretations of the data.

- e. How people make sense out of their lives is a major concern to qualitative researchers. Alternatively, the researcher captures the thinking of the participants from their perspective.

Meanwhile, the case study itself is defined as a detailed study of an event, an activity, or an on going process and it should be described in detail in order to shed some light on what is going on (Fraenkel, Wallen, & Hyun, 2012:435).

Because this study has to be explained and described in detail and systematically in the form of words, the descriptive method is also used in this study. Yin (2003) in Baxter and Jack (2008:548) states that descriptive is the type of case study that is used to describe an intervention or phenomenon and the real-life context in which it occurred.

Therefore, from those explanations above, the most appropriate method is qualitative case study.

D. Data Collection

1. Research Sample

Specifically, this research uses two of nonrandom sampling methods.

a. Systematic sampling

As the main concern of this research, the sample of the data is the English-Indonesian subtitle of the movie “Into the Wild”. It was found that there are 1272 sentences in the subtitle of the movie. The researcher chose 300 samples of sentences to be analyzed by using systematic sampling that is proposed by Fraenkel, Wallen, & Hyun (2012:97). In systematic sampling method, the researcher selects every n th individual in the population for inclusion in the sample. The distance between each selected sentence for the sample is called by

sampling interval. Here is a simple formula that is proposed by Fraenkel, Wallen, & Hyun (2012:98) to determine a sampling interval:

$$\frac{\text{Population Size}}{\text{Desired sample size}} \rightarrow \frac{\text{Total number of subtitle}}{\text{Desired sample size}} \rightarrow$$
$$\frac{1272 \text{ sentences}}{300 \text{ sentences}} = 4,24$$

Therefore, it can be seen that the researcher selected every four sentences on the text until the total of the sample reach 300 sentences.

b. Purposive sampling

In order to choose the participants to be the interviewee, the researcher uses the personal judgments to select the participants as the sample of the study that the information from them will provide the data needed in the study (Fraenkel, Wallen & Hyun, 2012:100).

The sample obtained from the purposive sampling methods is called by the typical sample. In other words, the selected participants are considered or judged to be representative of what is being studied (Fraenkel, Wallen, & Hyun, 2012:436).

Therefore, the researcher chose three persons who are experienced in translation field as the respondents of the study for the in-depth interview section, because the researcher believes that someone who is experienced in the translation filed has already known the criteria of good translation.

2. Research Instrument

a. In-depth interview

According to Boyce and Neale (2006:3), in-depth interview is a qualitative research technique that involves conducting intensive

individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation.

In this research, the in-depth interview was conducted in the informal form. The three persons who are experienced in translation field as the interviewees were asked to check the quality of English-Indonesian subtitle translation of the movie “Into the Wild”. The researcher gave them the script which has already been analyzed. This step was supported by the opinions from them about the quality of subtitle translation.

3. Research Procedure

There are two main procedures employed in this research to answer the research questions.

- a. Procedure used in the English-Indonesian subtitle translation
 - 1) Watching the original DVD of the movie “Into the Wild”.
 - 2) Transcribing the original script both of English and Indonesian from the movie.

Table 3.1 “Into the Wild” Movie Subtitle

Num	Time	English Text	Indonesian Text
1	00:00:48 - 00:00:49	Mom!	<i>Ibu!</i>
2	00:00:50 - 00:00:51	Mom!	<i>Ibu!</i>
3	00:00:51 - 00:00:52	Help me.	<i>Tolong aku.</i>
4	00:00:55 - 00:00:56	What is it?	<i>Ada apa?</i>
5	00:00:56 - 00:00:57	I wasn't dreaming, Walt.	<i>Aku tidak bermimpi tadi, Walt.</i>
6	00:00:57 - 00:00:59	I didn't imagine it.	<i>Aku tidak berkhayal.</i>

Note: These data were taken from the samples data (see appendix 1)

- 3) Reading and comparing the script between English and Indonesian version.
- 4) Counting the total sentences of the subtitle.
- 5) Selecting the samples by using sampling interval method.
- 6) Analyzing the samples.

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b. English-Indonesian translation subtitle quality

- 1) Checking the quality of English-Indonesian subtitle translation based on the criteria of good translation theories from Larson (1998), Nida, Lewis, and Leonard Foster (1958) in Venutti (2000), Newmark (1988), Tytler (1979) in Munday (2001), Benjamin (1969/2000) in Munday (2001), and Massoud (1988) and El Shafey

Time and Contexts	English Text	Indonesian Text	Translation Procedure	Quality of Translation		Notes
				Appropriate	Inappropriate	
00:12:03 - 00:12:11 (Monolog)	An aesthetic voyager whose home is the road.	<i>Petualang alam yang rumahnya ada di jalanan.</i>	Couplets (Cultural Equivalent and Shift)			
00:12:16 - 00:12:18 (Monolog)	I'm taking you out to where we're	<i>Aku akan membawamu ke</i>	Paraphrase			

(1985) in Abdellah (2005) in the script which has already been analyzed. This step is conducted by the researcher.

- 2) Giving the synopsis of the study and the summary of the film to each participant (three persons who are experienced in translation) in order to make he understands what he will analyze.
- 3) Giving the informed consent to each participant to willingly take part in the current study.
- 4) Giving each participant the script which has already been analyzed.

	going.	<i>tujuan kita.</i>				
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Table 3.2 “Into the Wild” Movie Subtitle Analysis

- 5) Asking each participant to give a checklist in a “Quality of Translation” column of every sentence to see whether the translation is appropriate or not. If it is inappropriate, each participant is asked to give a note of the correct translation.
- 6) Analyzing the data obtained.

E. Data Analysis

After the data has already been collected, the researcher will analyze the data by using these following steps.

1. Procedure used in the English-Indonesian subtitle translation
 - a. Juxtaposing the English and Indonesian version.
 - b. Analyzing the translation procedures by using Newmark (1988), Vinay and Darbelnet (2000) in Munday (2001), Dryden in Munday (2001), Catford (1965) in Munday (2001), Delisle, Lee-Jahnke & Cormier (1999), and Harvey (2003) theories that are found in that script.

Table 3.3

“Into the Wild” Movie Subtitle Procedure

Time and Context	English Text	Indonesian Text	Translation Procedure
00:12:03 - 00:12:11 (Monolog)	An aesthetic voyager whose home is the road.	<i>Petualang alam yang rumahnya ada di jalanan.</i>	Couplets (Cultural Equivalent and Shift)
00:12:16 - 00:12:18 (Monolog)	I'm taking you out to where we're going.	<i>Aku akan membawamu ke tujuan kita.</i>	Paraphrase
00:12:25 -	So now, after two rambling	<i>Jadi setelah dua tahun tiba juga</i>	Literal

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00:12:30 (Monolog)	years comes the final and greatest adventure.	<i>akhirnya petualangan terakhir.</i>	
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- c. Calculating the percentage of each procedure by this formula:

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

P = Percentage

F = Frequency of translation procedure

N = Total number of samples.

- d. Discussing the data based on each translation procedure by using skopos and equivalence theory. Further discussion is elaborated in Chapter IV.
- e. Drawing conclusions.

2. English-Indonesian translation subtitle quality

- a. Calculating the percentage between the qualified and not qualified of subtitle translation in the “Into the Wild” movie based on the judged from the researcher and from three participants by using the formula:

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

P = Percentage

F= Frequency of the qualified and not qualified subtitle translation

N = Total number of samples.

- b. Discussing the data based on the theories from some experts, such as Larson (1998), Nida, Lewis, and Leonard Foster (1958) in Venutti (2000), Newmark (1988), Tytler (1979) in Munday (2001), Benjamin (1969/2000) in Munday (2001), and Massoud (1988) and El Shafey (1985) in Abdellah (2005). Further discussion is elaborated in Chapter IV.
- c. Drawing conclusions.

