CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology applied by the writer in conducting this study. It comprises formulation of problems, research design, data source, procedure of data collection and data analysis.

3.1 Research Questions

1. What kinds of politeness strategies are found in the dialogues of “The Last Samurai” film?
2. What kinds of strategies are used by subtitler in subtitling politeness strategies in “The Last Samurai” film?

3.2 Research Design

This study was conducted based on a qualitative method. This methodology plays an important role in directing this study. By using the qualitative method, the study did not involve a statistical analysis but it only employed a simple calculation technique (Creswell, 2012). In addition, it was intended to describe an existing phenomenon, which is politeness in utterances (Huda, 1999, p. 38). Furthermore, this study collected data from the transcription of film subtitle. Preissle (as cited in Ratcliffe, 2002) posits that the qualitative method:

... is a loosely defined category of research design or models, all of which elicit verbal, visual, tactile, olfactory and gustatory data in the form of descriptive narratives like field notes, recordings, or other transcription from audio- and videotapes and other written records and pictures or film.

In addition, this study employed a descriptive method to facilitate the interpretation phase which consists of activity such as classifying, analyzing, and explaining the result of data analysis (Fraenkel and Wallen, 1993, as cited in Fauziyyah, 2012). The writer assumed that by applying the qualitative and descriptive methods, the study could yield a comprehensive understanding on the phenomenon under study.
3.3 Data Source

The data, subtitle transcription of ‘The Last Samurai’ film, were taken as the material for the study. The writer reasoned that there were plenty and various realizations of politeness strategies in utterances which were performed by characters in particular speech event, such as: the interaction between superior-inferior characters, i.e. the conversation of the emperor of Japan and his advisors; the higher rank army officer and his subordinate. The interaction between the equal social status characters, i.e. the conversation among the Emperor’s advisors. The last was the interaction between characters from different cultural background, i.e. conversation between Nathan Algren (U.S army officer) and Katsumoto (advisor of the emperor of Japan).

Another reason was that the film brings historical knowledge to viewers. It portrays Japanese historical moment in the reign of The Emperor Meiji. As the film was listed as the box office film in 2003, it became prime watch-list of filmgoers in all places at that time. Thus, the film was globally distributed including to non-English speaking countries such as Indonesia. Therefore, the film has to be provided with comprehensible subtitles in the target language.

3.4 Data Collection

In this study, the data collection process started from watching the film entitled “The Last Samurai” and transcribing its subtitle in English and Indonesia version. By doing that, the writer could grasp the whole conversation and see the compatibility between characters’ dialogues and subtitles. This transcription of subtitle was then used as the primary data in this study, the writer did not use data sample but rather used the selected data. After that, the collected data were read and compared to examine the compatibility between the English and Indonesian version.

Moreover, the writer collected the utterances of all characters in the "Last Samurai" film. Griffiths (2006, p. 6) distinguishes that “sentences are abstract, not
tied to context, whereas utterances are identified by their context”. According to that definition, the writer focused on utterances as the object of analysis. The subtitles of film “The Last Samurai” consist of the spoken utterances. The writer found the utterances that contain politeness strategies. Furthermore, it was analyzed and tabulated into types of politeness strategies proposed by Brown and Levinson (1987). The study found 465 politeness strategies occurrences in 445 selected utterances in “The Last Samurai” subtitle. There were several utterances containing more than one politeness strategies. This method of the data calculation, however, brought some weakness to the study. Since, the data (utterances) was randomly selected; therefore, the result of data analysis did not illustrate the whole data.

3.5 Data Analysis

In this process, the primary data were analyzed to investigate the pattern that can be explored to describe the existing phenomena. As Moleong (1995, p. 103) suggests that the data analysis process comprises of managing, organizing, categorizing the data. In detail, the procedures of data analysis in this study were as follows:

1) Clarifying the abbreviation used in this study:

<table>
<thead>
<tr>
<th>Abbreviations</th>
<th>Symbols</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source language</td>
<td>SL</td>
</tr>
<tr>
<td>Target language</td>
<td>TL</td>
</tr>
<tr>
<td>Source language text</td>
<td>SLT</td>
</tr>
<tr>
<td>Target language text</td>
<td>TLT</td>
</tr>
<tr>
<td>Speaker</td>
<td>S</td>
</tr>
<tr>
<td>Hearer</td>
<td>H</td>
</tr>
</tbody>
</table>

2) Comparing the English and Indonesian version

<table>
<thead>
<tr>
<th>No.</th>
<th>SLT</th>
<th>TLT</th>
</tr>
</thead>
</table>

Yusup Aji Permama, 2014
AUDIOVISUAL TRANSLATION OF POLITENESS IN “THE LAST SAMURAI” FILM: A STUDY OF ENGLISH INTO INDONESIAN SUBTITLE
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu
1. Algren, get out there! Algren, keluarlah!
2. This isn’t a problem. I’ll just talk to him for a minute. Ini bukan masalah. Aku akan bicara dengannya sebentar.

3) Identifying and classifying the utterances into types of politeness strategies (Brown and Levinson’s theory) and subtitling strategies (Gottlieb’s theory). In analyzing politeness strategies, the utterances were classified into: bald-on record, positive politeness, negative politeness, and off record. After that, examining what kind of subtitling strategies which were applied by the translator, namely: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Table 3.3 An example of classification politeness strategies and subtitling strategies

<table>
<thead>
<tr>
<th>No.</th>
<th>SLT</th>
<th>TLT</th>
<th>Politeness Strategies</th>
<th>Description</th>
<th>Subtitle Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Algren, get out there!</td>
<td>Algren, keluarlah!</td>
<td>Bald on (Great urgency)</td>
<td>S commands H to come out.</td>
<td>Paraphrase</td>
</tr>
<tr>
<td>2.</td>
<td>This isn’t a problem. I’ll just talk to him for a minute.</td>
<td>Ini bukan masalah. Aku akan bicara dengannya sebentar.</td>
<td>Negative politeness (Minimize imposition)</td>
<td>S tries to minimize the imposition to H by using the word ‘just’.</td>
<td>Deletion</td>
</tr>
</tbody>
</table>

4) Calculating total number and percentage of each type of Politeness strategies and subtitle strategies. In the calculation, the writer used simple calculation technique as described below:

\[ P = \frac{F}{N} \times 100\% \]

P: Percentage of each type of politeness/subtitle strategies
F: Frequency of each type of politeness strategies/subtitle strategies
N: Total number of the whole utterances
5) Describing and interpreting the findings of the analysis from tables and diagrams presentation, and
6) Drawing conclusion based on findings.

3.6 Concluding Remarks

This chapter has explained the research methodology employed in this study. It consists of the explanation of research design, data source, procedure of data collection, and data analysis. In the next chapter, the presentation of data analysis and discussion of findings will be presented.