

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the method used to find out the answer of the research question stated in the first chapter. This chapter consists of method of the research, object of the study, data collecting procedures, and data analyzing techniques.

3.1. Method of the Research

In conducting a research, deciding appropriate method is important. In this research the writer employs qualitative method. The writer believes the method is a suitable approach to deal with this research. The research deals with idiomatic expressions and subtitle strategy issue. It does not involve any statistical formula. As mentioned by Huda (1999:38), those method which do not have utilize statistical analysis and are confined to the description of concept or phenomenon categories are termed qualitative. In line with this, Gay LR (2004:37) states that descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject of the study. Another expert, Franken and Wallen (1993: 380) state that qualitative research is a research that investigates the quality of the relationship, activities, situation, or

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materials. Qualitative method usually uses communication, observation, and unstructured data collection.

In addition to qualitative method, the research also employs descriptive method. The writer employs descriptive method because the research deals with analysis, classification and explanation. Those are similar to the theory of Fraenkel and Wallen (1993:23), who say that descriptive method is to explain, analyze, and classify something through various techniques: survey, interview, questioners, observation and test. Another definition of descriptive method is stated by Anggraeni (2004): 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 study is defined as descriptive method. Moreover, Mason and Bramble (1978) state that descriptive research represents aboard range of activities that have in common the purpose of describing situation or phenomena.

Based on explanation and definition above, the writer employs qualitative method and descriptive method as appropriate methods in conducting the research. The writer believes those two method guides him in collecting and analyzing data. It will be very helpful to answer research question and then find the conclusion.

3.2. Object of the Research

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The object of the study is an action film entitled “The Avengers”. This film is directed by Joss Whedon from Marvel Studios production in association with Walt Disney Pictures and performed by Robert Downey Jr. as Iron man, Chris Evans as Captain America, Mark Ruffalo as The Hulk, Chris Hemsworth as Thor, and many more. It was successful financially and broke box-office records as the biggest weekend opening a film and the fastest film to gross \$ 1 billion worldwide.

The film tells about S.H.I.E.L.D director Nick Furry, a man who assembles Iron man, Captain America, the Hulk, Thor, Black Widow, and Hawk Eyes to battle Thor’s adoptive brother Loki, who attempts to subjugate humanity by leading an invasion by the extraterrestrial known as the Chitauri.

3.3. Data Collecting Procedures

In this research, the writer employed several steps to obtain the data, those are:

1. Watching the DVD of “The Avengers”

Watching DVD is the first steps in collecting the data, the writer watches it several times in order to comprehend the whole conversation and to see compatibility between the film’s dialogue and subtitle.

2. Transcribing film’s subtitle in English and Indonesia version.

The second step is transcribing the English and Indonesian subtitle from the film. The writer transfers both English version and Indonesian version into written text

3. Reading and comparing the script of film's dialogues

After the dialogues are transferred into written text, the next step is reading and comparing every single dialogue. It is done in order to check the compatibility between the English and Indonesian version.

4. Finding, Analyzing and classifying the usage of idiomatic expression on "The Avengers" film.

In this step, the writer tries to find out idiomatic expression used in the film's dialogue. The idiomatic expressions which have been found in the movie script will be identified and classified into types of idioms based on Hockett (1958:310). In order to make the writing and analyzing process easier, the writer use abbreviation of each strategy as seen bellow:

Table 3.1 Abbreviation of Hockett's types of idiom

No.	Types of Idioms	Abbreviation
1.	Substitute	Sbt
2.	Proper Names	PN
3.	Abbreviation	Abr
4.	English Phrasal Compound	EPC
5.	Figure of Speech	FoS
6.	Slang	SL

Table 3.1 Abbreviation of Hockett's types of idiom

3.4. Data Analyzing Techniques

Analyzing data is the main point process to conduct this research, Moleong (1995:103) states that data analysis is a process of managing the data order, organizing them into the pattern, category and basic description unit.

There are several steps of processing and analyzing data employed in this research:

1. Each idiomatic expression in both English and Indonesian version is positioned side by side in a table and identified by its types of idiom:

Source language	Target Language	Type of idiom
Here we go	Ini dia	SL

2. Identifying and analyzing the subtitling strategies used by translator based on Gottlieb's theory of subtitling strategies. There are ten subtitling strategies based on Gottlieb's theory. In order to make the writing and analyzing process easier, the writer use abbreviation of each strategy as follows:

Table 3.2 Abbreviation of Gottlieb's subtitling strategies

No.	Subtitling strategies	Abbreviation
1.	Expansion	Expan
2.	Paraphrase	Phar

3.	Transfer	Transf
4.	Imitation	Imit
5.	Transcription	Transc
6.	Dislocation	Dis
7.	Condensation	Cond
8.	Decimation	Decim
9.	Deletion	Del
10.	Resignation	Resig

3. After subtitling strategies were classified, the writer calculates total number and percentage of each type of idiomatic expression and subtitle strategies. The percentage is calculated by using the formula as described below:

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

P = Percentage

F = Frequency of subtitling strategy

N = Overall number of subtitling

4. Presenting the result of the calculation into table and diagram in order to give detail information of types of idiomatic expressions and subtitle strategies frequently found in the film.

5. Interpreting the findings of the analysis and drawing some conclusion of the research based on the data findings.