

## CHAPTER III

### RESEARCH METHODOLOGY

This chapter explains the research method employed by the writer in order to seek answers of the problems proposed in the first chapter. It includes formulation of problems, research design, source, data collecting procedure and procedure of analyzing data.

#### 3.1 Formulation of Problems

Formulating research problem is the first step in conducting a research. The formulation of problems that has already been mentioned by writer in the first chapter, are listed as follows:

1. What translation strategies are used by the English major and non English major translators in translating the slang found in the subtitles of *The Hangover* film?
2. How is the slang translation quality by both translators?

#### 3.2 Research Design

In this study the writer investigates slang translation used in the subtitles of *The Hangover* film. This study discussed two research problems. First, analyzing subtitles strategies used by the English major and non English major translators in translating the slang items found in the film subtitles, and finding out the slang translation quality.

The writer uses *The Hangover* (2009) film in this research because this film contains 281 slang items where this research is focused on analyzing and comparing slang translation. In addition, the writer compares the slang translation strategies by two different translators, the English major and non English major translators, since each translator may have a personal strategy on how they approach the text that needs to be translated. (Bassnet, 2002, p.33). Moreover, the English major translator has learned about translation when she was a student in English department of a well known institution in Bandung, while the non English major translator never learned about translation since he majored in communication department of a well known university in Bandung.

Thus, in order to answer the research questions this research employs a qualitative research. Qualitative method is a research studies that investigate the quality of relationship, activities, situations, or materials (Fraenkel, Wallen and Hyun , 2002, p.426). Maxwell in Alwasilah (2012, p. 64-67), describe five characteristics of qualitative research as follows: “(1) Understanding the meaning, (2) Understanding particular contexts, (3) Identification the phenomena and the effect that unexpected, (4) Existing grounded theory, (5) Understanding the process, and (6) causal explanation.”.

Qualitative methods have been used in many different academic disciplines, traditionally in social sciences, but also in market research and further context. Moleong (2005, p.5), states that qualitative research method consists of interview, observation, and document analysis.

Document analysis method is used since the film subtitles are analyzed during the study. In addition, to describe and compare the slang translation

strategies translated by English major and non English major translators, this study also uses descriptive research method which explained by Arikunto (2002, p.40) as the method which emphasis on words instead of numbers used to explain, analyze and classify something.

### **3.3 Source of the Data**

The data in this research is taken from *The Hangover* film subtitle, the first part of *The Hangover* film trilogy distributed in 2009. Moreover, the writer compares strategies in translating slang by both translators, thus there are two different subtitles of *The Hangover* film employed in this research. The Indonesian subtitles of *The Hangover* film which is translated by the English major and the Indonesian subtitles of *The Hangover* film which is translated by the non English major translators.

### **3.4 Reason of Choosing the Data**

The writer chooses *The Hangover* film, since it contains around 281 slang items, where 108 slang items were found and 173 slang items were repeated several times in the film.

The reason of employs the subtitles translated by the English major translator and non English major translator because the English major translator studied translation and has some experience in translating when she was a student in English department of a language institution in Bandung. On the other hand, the non English major translator has never learned about translation since he majored

in communication department of a private university in Bandung; however he also has some experience in translating.

### **3.5 Participants**

The writer uses 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, p.100). The writer chooses herself, as first participant (first reviewer) and other person to be the second participant (second reviewer) to judge the slang translation quality since the writer and the other participant are the native of the target language, have skill in the target language and have some experience in translating. The participants are given a check list questionnaire to judge the slang translation quality.

As stated by Larson, (1998, p.542), “The purpose of the translation judgment is to see if the translation form is natural and its style is appropriate... this testing is done by reviewers.”. Reviewers are peoples who have skill both in the source and target language, and willing to spend time in reading through the translation checking its naturalness and style. In addition, Larson (1998, p.542-5434) says that the reviewers should be the native of the target language, thus he knows better his language styles and naturalness.

### **3.6 Data Collection**

Data is commonly viewed as information used to decide and discuss object(s) of investigation. (Alwasilah, 2012, p.26). According to Fraenkel, Wallen and Hyun (2002, p.431), there are three kinds of data collection in qualitative

research: interview, observation and documents. In the collecting data, the researcher employs several procedures as follows:

1. Procedure used in collecting English-Indonesian Slang Translation Strategies
  - a. Identifying the English and Indonesian subtitles of *The Hangover* subtitles by both translators, the English major and non English major translators, to find slang items using the criteria of slang proposed by Mattiello (2005).
  - b. Transcribing the slang items found both of English and Indonesian scripts by the English major and non English major translators.

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Table 3.1  
*The Hangover Subtitle*

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No	English Text	Indonesian Text 1 (translated by English major translator)
1	00:01:43,186 --> 00:01:45,437 I'm <b>freaking out</b> .	Aku <b>cemas sekali</b> .
2	00:01:51,027 --> 00:01:52,194 We <b>fucked up</b> .	Kami <b>tertimpa musibah</b> .

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Table 3.2  
*The Hangover Subtitle*

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No	English Text	Indonesian Text 2 (translated by non English major translator)
1	00:01:43,186 --> 00:01:45,437 I'm <b>freaking out</b> .	Aku <b>cemas sekali</b> .
2	00:01:51,027 --> 00:01:52,194 We <b>fucked up</b> .	Kami <b>mabuk berat</b> .

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- c. Analyzing and comparing the translation strategies employed by both translators.
2. Procedure used in collecting English-Indonesian Slang Translation Quality
    - a. Asking the participants to watch *The Hangover* film in order to understand the slang used in the film.
    - b. Giving the participants the questionnaire which contains slang items.

Table 3.3  
Example of the Questionnaire

No	English Text	Indonesian Text 2 (translated by non English major translator)	Slang Translation Strategies	Translation Quality		
				BAD	FAIR	GOOD
1	00:21:28,453 --> 00:21:31,706 A, that is <b>bullshit</b> .	A: itu <b>omong kosong</b> .	Cultural Subtitution			
2	00:57:33,575 --> 00:57:36,660 <b>That was bullshit</b> .	<b>Itu omong kosong</b> .	Cultural Subtitution			
3	00:02:13,758 --> 00:02:15,968 That's not <b>gonna</b> happen.	Itu tak <b>akan</b> terjadi.	More General Word (Superordinate)			

- c. Asking the participant to judge the slang translation quality using the criteria of a good translation proposed by Larson, 1984, p.532;Newmark, 1998, p.24-25;Nida and Taber,1969, p.13;Tytler, 1971, as cited in Bell, 1991, p.11 using indicators made by the writer which are adapted from the criteria.

Table 3.4

*Indicators of a Good Translation adopted from Larson (1984); Newmark (1998); Nida and Taber (1969); Tytler (1971) as cited in Bell (1991)*

Indicators	Descriptions
Good	The translation is understandable by the target text audience. It flows as the source text and sounds natural as the target text. It also correctly conveys the meaning of the source text, thus the target text audience can feel the strong emotion or the message implied in the slang expression.
Fair	The translation is understandable by the target reader. However, it uses less expressive word in the target language thus it does not flows as the source text, and does not sounds natural in the target text. Thus, the target text audience can not feel the strong emotion or the message implied in the slang expression.
Bad	The translation is not understandable by the target text audience. It does not convey the meaning of the source text or the translation is wrong.

in-depth interview with the participants to give an opinion towards the slang translation which has been judge by the participants. According to Boyce and Neale (2006, p.3), in-depth interview is an individual interview with a small number of respondent to give their perspective on a particular idea, situation or program. In this research, the interview is an informal interview.

e. Analyzing the result.

### 3.7 Data Analysis

After collecting the data, it is analyzed through the following stages:

1. Procedure used in analyzing the English-Indonesian Slang Translation

Strategies.

- a. Analyzing the slang translation strategies using the theory of translation strategies proposed by Baker (1992).

Table 3.5  
*Slang Translation Strategies*

No	English Text	Indonesian Text 1 (translated by English major translator)	Slang Translation Strategies
1	00:01:43,186 --> 00:01:45,437 I'm <b>freaking out</b> .	Aku <b>cemas sekali</b> .	Paraphrase using a Related Word
2	00:01:51,027 --> 00:01:52,194 We <b>fucked up</b> .	Kami <b>tertimpa musibah</b> .	Paraphrase using a Related Word

Table 3.6  
*Slang Translation Strategies*

No	English Text	Indonesian Text 2 (translated by non English major translator)	Slang Translation Strategies
1	00:01:43,186 --> 00:01:45,437 I'm <b>freaking out</b> .	Aku <b>cemas sekali</b> .	Paraphrase using a Related Word
2	00:01:51,027 --> 00:01:52,194 We <b>fucked up</b> .	Kami <b>mabuk berat</b> .	More Neutral / Less Expressive Word

- b. Presenting the calculation of slang translation strategies using a simple descriptive statistic to determine the percentage of subtitle strategies used. It is used to compare all strategies used in both subtitles in order to find out the most frequent translation strategies used by both translators.



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

P= Percentage of slang translation strategy

F= Frequency of strategy used in the study

N= Overall number of slang translation

- c. Comparing the translation strategies employed by both translators as follows:

Table 3.7

*Baker's Translation Strategies*

No	Strategies	English Major Translator		Non English Major Translator		Differences
		Amount	Percentage	Amount	Percentage	
1	Paraphrase by Using Related Word	141	50.18%	83	29.54%	58
2	More General Word (Superordinate)	95	33.8%	99	35.23%	4
3	Omission	29	10.32%	49	17.44%	20
4	Cultural Substitution	8	2.85%	2	0.71%	6
5	Less Expressive Word	5	1.78%	47	16.72%	44
6	Loan Word	3	1.07%	-	-	3
	TOTAL	281	100%	281	100%	

- d. Drawing conclusions of the comparison of slang translation strategies according to result.

2. Procedure used in analyzing English-Indonesian Slang Translation Quality

- a. Calculating both translators slang translation quality using a simple descriptive statistic to determine the percentage of slang translation quality by both translators

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

P= Percentage of slang translation quality

F= Frequency of the qualified an unqualified slang translation

N= Overall number of slang translation

b. Drawing conclusions of the slang translation quality according to result.

### **3.8 Concluding remark**

This chapter has presented how the study is designed and implemented. It has outlined the aspects of methodology used which includes research strategy that consists of research design, source, data collection and data analysis. The forthcoming chapters will develop the analysis of the result while later chapters will conclude the results of the analysis.