

CHAPTER III

RESEARCH METHODOLOGY

This chapter focuses on the methodology used in the research to discuss the issue raised in the research questions. It consists of method of research, research design, research questions, scope of the study, movie synopsis, data collection and techniques, and data analysis.

3.1 Method of the research

In conducting the research, a descriptive qualitative method was applied to obtain the goals of the study by the writer. According to Creswell (2009, p.175), descriptive method is a method used to explain, analyze, and classify data through various techniques, such as examining documents and interviewing participants.

Sugiyono (2014, p.9) states that qualitative “research is descriptive”. Therefore, Sugiyono (2006, as cited in Meylanie, 2009, p.25) states that:

Qualitative research can be defined as research method based on positivism philosophy, used to observe certain population or sample; generally the technique used to take sample is done randomly; data collecting technique uses research instrument; and data analysis is quantitative/statistic with aim to examine hypothesis that is used.

This method was considered to be relevant to this study because it involved the collection of data for the purpose of describing existing phenomenon about subtitle strategies. This method was used in presenting data. Thus, this research focused on the above techniques mentioned in addition to textual analysis.

In this research, the writer identified and classified the subtitle strategies based on Gottlieb's theory (1992) in English subtitle of the indie film *cin(T)a* and also figured out the quality of subtitling of this film.

3.1.1 Research questions

In the present study the writer responds to the following questions:

1. What subtitling strategies are used in the film?
2. How is the quality of the film subtitle as evaluated by the viewers?

3.1.2 Scope of the study

There are a lot of aspects that can be investigated in term of translation, but the writer only focuses on subtitling strategies proposed by Gottlieb (1992) which are used in English subtitle of an Indonesian indie film entitled *Cin(T)a* and to investigate the quality of subtitling.

3.1.3 Subject of the Research

In the present study, the writer used two kinds of subject. The first subject was the transcription dialogues of the film *cin(T)a*, both English and Indonesian. The writer analyzed the transcription in order to find the subtitle strategies applied in this film by using Gottlieb's theory (1992). The writer found 575 dialogues in the film and 36 scenes. The writer found 575 dialogues in the film and 36 scenes. This study revealed that subtitle strategies applied in the subtitle are transfer, paraphrase, imitation, transcription, condensation, expansion, deletion, decimation, and resignation.

The second subject of the study were two people who have watched the film. Those two people, were asked to fill questionnaires regarding the quality of

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English subtitle of the film. Since the writer did not have many experiences in judging the translation quality of subtitle, the writer asked two of her friends to participate in judging the quality of translation in English subtitle. The two of them are native speakers who studied Indonesian culture and live in Indonesia for several years, so that the writer thought that the judgement will be acceptable and fair enough. Another consideration is that the target text is in English, so it is good to be judged by the native speakers. By using questionnaires method, the writer gave several questions about accuracy, clarity, and naturalness of the translation based on Barnwell's (1996) criteria of judgement in order to know the quality of English subtitle of the movie.

3.2 Movie synopsis

The beginning of the story was when Cina, a new architecture student, met Annisa, a senior student who had some problems with her study because of her work as a famous actress and a family problem. Because of her popularity and her beauty, she felt alone and did not have any friends. Her best friend was only her finger drawn a sad face.

Cina had Bataknese-Chinese blood and he was a religious Christian. His ideal was to become a governor in Tapanuli if Tapanuli became a province one day. However, Annisa was Javanese and she was a Muslim. As well as Cina, she was also religious.

Time flew, they became closer each other. Since they had some differences, they always discussed love, God, and religion. The most frequent issue that they discussed was asking why God created us differently if He probably wanted to be worshipped in one certain manner.

They never had problems with the differences until one day on Christmas terrorists exploded bombs in churches in some cities in Indonesia. Due to this problem, they were angry at each other. They tried to understand what really happened but they gave up. Finally, Cina decided to take a scholarship to Singapore and Annisa was married with a man chosen by her mom.

3.3 Data Collection

The main data of the research were taken from the DVD of an indie film '*cin(T)a*'. The Indonesian subtitle was taken from transcribing the dialogues by the writer and the English subtitle was taken from the film. The writer analyzed the data by adopting descriptive method. In collecting and analyzing the data, the writer applied some research procedures as follows:

1. Selecting the film

Selecting the film was to choose an indie film that would be analyzed among other indie films. The writer decided to analyze the subtitle strategies of "*cin(T)a*" by considering the themes, the story line, and the genre of the film. The writer believed that the film has a good theme and storyline.

2. Observing the original DVD of "*cin(T)a*"

The next step after library research was observing the original DVD of "*cin(T)a*". The writer watched and observed this film repeatedly. The writer needed to get a better understanding of the storylines, the theme and the genre of the film. Besides that, the writer also should understand the source language (SL) from the movie dialogue and the target language (TL) in the movie subtitle.

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3. Transcribing the dialogue and the subtitle

The writer transcribed each translation. It had to be done because there was no script of the film. Transcribing the dialogues of this film was to make it easier to analyze the subtitle of the film. Then, the data were written in the table. The example is as follows:

Tabel 3.3.1 The transcription of the dialogues

Source Language	Target Language
Allah, kenapa di dunia ini diciptakan perbedaan? Karena kita ini ingin bersama dan bersatu seperti layaknya orang biasa.	Allah, why did You create differences? We just want to be together, just like any other people.
Yang kasihan tuh kau.	Poor you!

3.4 Data Analysis

After all data have been collected, the writer analyzed them by adopting the descriptive method. In analyzing the data, the writer applied these research procedures as follows:

1. Reading the script

The writer read both scripts (Indonesian as the source language (SL) and English subtitle as the target language (TL). The purpose was to understand the storyline, the language style that was used, and also the context, culture, and the background of the story.

2. Comparing and identifying the script

The writer compared both original Indonesian as the source language (SL) and English subtitle as the target language (TL) of the film. The writer also identified strategies used in translation by using the theory from Gottlieb (2001).

3. Classifying the subtitle strategies

In order to classify the subtitle strategies in the film, the writer divided the dialogues into 10 different strategies based on Gottlieb's theory, which are transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, deletion, and resignation. As the examples, the writer took them from the first and second dialogue in the first scene of the film.

Tabel 3.4.1 The Classification of Subtitle Strategies

Source Language	Target Language	Subtitle Strategy
Tuhan, ini Glo-Glo.	God, I'm Glo-Glo	Transfer
Disebelah Glo-Glo ada Adi.	. Beside me there's Adi.	Transfer
Glo-Glo sayang banget sama Adi.	Glo-glo loves Adi so much.	Transfer

4. Calculating the number of subtitle strategies

The writer calculated the number of subtitle strategies applied and presented all numeric data as simple as scaling for subtitle strategies by using the formula proposed by Malik (1996 as cited in Hussain and Munir, 2009) which is:

$$P = f/N \times 100 \%$$

P= Percentage

F = Frequency of Subtitle Strategies

N= Overall number of translation

After calculating the percentage, the most frequently used subtitle strategy was found.

5. Making questionnaires

In order to know the quality of subtitling, the writer made a questionnaire. The writer used data sample for making the questionnaire in order to know the quality of English subtitle in film *cin(T)a*. There were 142 samples or 25 % from all the data taken randomly. It was because the population of its classification was homogenous which had equal opportunity to be chosen. Arikunto (2002, as cited Meylanie, 2009) states that sample can be taken between 10 % up to 15 %, or 20 % up to 25 % or more. In this research, the writer took 25% samples of all the dialogues in this film. The writer took the samples 25% in every subtitle strategies. Then, the writer consulted about this matter to the lecturer. The questionnaire of judgment is as follows:

Tabel 3.4.2 The Questionnaire of judgement

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Source Language	Target Language	Accuracy				Clarity				Naturalness			
		1	2	3	4	1	2	3	4	1	2	3	4

The description criteria grades and levels to the subtitle quality can be seen in the table is as follows:

Tabel 3.4.3 The Criteria Description of Subtitle Quality

Aspects	Grade	Level	Qualification
Accuracy(meaning and context aspects)	1	Bad	Semantically misleading and incomprehensible, unclear meaning, there are some grammatical errors, and deviation of meaning.
	2	Fair	Correct meaning, minimum redundancy and grammatical errors.
	3	Good	Correct meaning, no omission, addition or any change of meaning.
	4	Excellent	Accurate, clear, no omission, addition or any changes of meaning.
Clarity (fluency, stylistic, vocabulary, mechanical structure)	1	Bad	Stylistically awkward, structurally burdensome, poorly structures diction and mechanical errors.
	2	Fair	Complex syntax but understandable meaning and some diction that have mechanical errors.
	3	Good	Appropriate words, phrases, and grammar also clear meaning.
	4	Excellent	Easy to be understood, correct words, phrases and grammar, and no ambiguity.
Naturalness (grammatical aspects)	1	Bad	Unnatural forms, awkward language, linguistically unnatural, stylistically awkward.

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	2	Fair	Makes sense and minimum unnatural words, grammar, phrases and idioms.
	3	Good	Correct meaning, appropriate idioms and words but there are some syntactic structure errors.
	4	Excellent	Make sense and read naturally, (written in ordinary language, common grammar, proper idioms an words).

6. Finding respondents

The writer found respondents to fill in the questionnaires. The writer asked her two friends to help her in finishing the questionnaire. They are native speakers who studied Indonesian culture and live in Indonesia for several years, so that the writer thought that the judgement will be acceptable and fair enough. Another consideration is that the target text is in English, so it is good to be judged by the native speakers.

7. Giving the questionnaire

The writer gave the questionnaires related to the quality of the Indonesian subtitle to two persons. The quality of the translation was measud by thelevel of accuracy, clarity and naturalness. There are four criteria in the questionnaire, which are bad(if the terms are not translated correctly, cannot be understood by

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the TL reader, and not sound natural in the target language), fair (if the meaning of the translation is correct, cannot be understood by the TL reader, and not sound natural in target language), good (if the meaning of translation is correct, can be understood by the TL reader, and not sound natural in target language), and excellent (the meaning of translating is rendered completely and correctly, can be understood easily by the TL reader and sound natural in target language). The participants were asked to give the opinion of the quality of subtitle (in number from 1 to 4).

8. Calculating the result of questionnaire

After getting all the data, the writer calculated the result of questionnaires and presented it in a form of diagram to see how is the quality of Indonesian subtitle of the movie.

9. Reporting and discussing in findings

The writer reported and discussed the findings in a descriptive narrative in form of research paper.

10. Making conclusions

The writer made conclusions based on the findings and discussions of the present research.

3.5 Conclusion of Chapter Three

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This chapter has explained the method employed by the researcher in conducting this study in order to find out the language functions in dialogues and also the translation procedures found in it. Besides that, it had explained the research design that was descriptive qualitative method; *cin(T)a* the movie produced by as the source of the data; data collection; data population consisting 575 dialogues which were divided into 36 scenes. Then, the data sample consisting 25% or samples taken randomly, it was divided into sample of transfer 92 items, paraphrase 26 items, Imitation 12 items, expansion 4 items, condensation 3 items, transcription 2 items and deletion, decimation and resignation with 1 item. Besides that, this chapter had explained the steps of data analysis applied to conduct this research.