

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses research methodology in analyzing the data. It comprises of research design, research questions, data resources, data collection, and data analysis.

3.1 Research Design

This study mainly employed descriptive qualitative research approach. According to Richards and Schimdt (2002), descriptive method is defined as an investigation that tries to describe a phenomenon, subject, or area accurately and factually. Moreover, Moleong (1995 in Graha, 2010) states that qualitative research are also descriptive due to the data analysis and its findings are in the form of description, instead of numbers. Thus, descriptive method was used in the study since it matched the mentioned characteristic, in which the phenomenon of slang language is being investigated accurately and factually. Furthermore, in this study, the data are not chosen randomly as all the slang words and phrases from the main characters found in the movie subtitles were analyzed.

Furthermore, the qualitative approach is also employed in this study. As Cresswell (2009) notes, qualitative method aims to explore and to understand the meaning individuals and groups ascribe to a social or human phenomenon in which the procedures rely on text and image data. He also describes the characteristics of qualitative method, which are (1) taking the data from natural setting, in this case, movie is considered as natural setting since it contains slang that is also considered as social phenomenon, (2) collecting the data by examining document or the transcript of the movie dialogues (Cresswell, 2009). In supporting Cresswell's statements, Hancock (2002) adds that qualitative research focuses on developing explanations of social phenomena by describing the phenomena as they occur naturally. Therefore, it is suitable to use the qualitative

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method for the study since the data of the study is slang which is considered as one of social phenomena that were taken from the transcript of the movie dialogues.

In addition, descriptive qualitative research approach is not the only approach employed in the study. Quantitative data analysis was also used to support the descriptive qualitative method in analyzing the percentage of the data finding. According to Babbie (2010), quantitative method deals with number, focusing on logic, numbers, and unchanging static data. Thus, quantitative approach is suitable to be employed in the study since it presents numbers in the form of percentage that aims to show the most frequent types of slang, subtitling strategies and the types of equivalence used and identified in the movie subtitle.

Thus, these approaches are suitable to be applied in the study since the data were in the form of slang words and phrases, and they were collected by examining the transcript of the movie dialogue. Furthermore, the data are in the form of text and the issue of the study was slang and partly the findings are presented in the form of number and percentage.

3.2 Object of the Research

Since the subtitle of the movie is available in more than one language, this study focuses on investigating the dialogue of the movie (English) and the subtitle of the movie in *bahasaIndonesia*. In addition, the scope of the study is restricted merely to discover the slang words and phrases from all dialogues of the main characters in the movie which are Adam, Kyle, Adam's Girlfriend, Adam's parents, therapist, doctors, Adam's officemates, and Adam's friends in the hospital. The dialogues which are uttered by the supporting characters who take a minor part in the movie scene are not transcribed and identified by the writer even though their dialogues contain slang.

As mentioned before, the main data for this present study is slang words and phrases in the movie entitled *50/50*. In the movie, there were 370 slang words and phrases identified from all the dialogues of the main characters.

50/50, the movie which is used in the analysis was directed by Levine in 2011, published by Mandate Pictures and was officially distributed in Indonesia on March 15, 2013 by PT. Duta Cinema Multimedia. The duration took about 99 minutes long. The language of the movie is American English and the DVD provided several languages for the subtitle, particularly *bahasaIndonesia*.

Therefore, *50/50* movie was chosen as the source of the main data of the study because it contains American slang which is dominantly used by the main characters in the movie. Furthermore, the dialogue of the movie is American English and the DVD provides subtitle in *bahasaIndonesia*, which is the native language of the writer.

3.2.1 Synopsis of the movie

50/50 which is an American movie directed by Levine in 2011, was inspired from a true story that told about a young man struggles to survive and defeat his cancer in his life.

The story began when Adam, the main protagonist of the movie felt a mild pain on his back. At first, he dismissed the pain, but it gotten worse. He ended up seeing a doctor only to find out that he got spinal cancer. Then, he told his best friend, his girlfriend named Rachel, and his parents about the cancer.

After he found out about his disease, Adam started his struggle to beat the cancer by taking a therapy. There, he met Katherine, a young and beautiful girl who is also his therapist. Even though she is inexperienced therapist, she took a good care of him during the therapy. On the contrary, Adam's girlfriend did not really care about him and even she cheated him, made their relationship over. His ex-girlfriend's cheating was caught by his best friend-Kyle. He is someone who was rude but loyal to Adam by taking care of him.

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During the therapy, Adam was getting closer to Katherine, Adam's ex-girlfriend tried to win him back, but obviously he rejected her effort. At the end of the story, Adam had to go through a surgery to recover his health. Thankfully, the surgery was a success and Adam got his normal life back.

3.2.2 Movie script

The original movie scripts (English) was transcribed from the audio into written text

and the *bahasa Indonesia*'s subtitle was completely taken from the original DVD of the movie. They could be seen in Appendix 1.

3.3 Data Collection

In order to collect the data, textual analysis method was employed in this study. Textual analysis is defined as a communication method used by the translators to describe and interpret a transcription of communication or recorded and visual message's characteristics which are in the forms of content, structure, and the function within the texts (Frey et al., 1999). The characteristics of the method above were perceived suitable to be employed in the study because the collected data of the study was the transcription of the movie dialogues. Additionally, before analyzing the data, there are several steps needed to be taken in order to collect the data. Following are the detail steps in collecting the data:

1. Watching 50/50 movie

This was the very first step to gain the data by watching the movie for several time to comprehend the whole story, with or without the *bahasa Indonesia*'s subtitle.

2. Transcribing the movie script

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After watching and comprehending the movie, it was necessary to transcribe the whole movie dialogues of the main characters of the movie which was in English,. The dialogues of the supporting characters that only appeared once in the movie scene were not transcribed. Afterward, the subtitle of the movie in *bahasaIndonesia* were also completely taken from the original DVD.

3. Reading and checking both version of the movie scripts.

In order to avoid any mistakes while analyzing the data, it was important to read and check the movie scripts or dialogues both in English and Indonesian versions.

4. Highlighting the slang words and phrases

This step was necessary to carry out to help the writer found the data. All the slang words and phrases in English were highlighted first. Since the main data of the study were slang words, not all transcripts of the dialogue were analyzed, but merely the slang words and phrases from all the main characters found in the movie. After that, the translated slang words and phrases in *bahasaIndonesia* were also highlighted.

Moreover, in collecting the data, the writer only transcribed the dialogue of the main characters. The supporting characters who were chattering in distance while the main characters were talking were not transcribed as it was difficult for the writer to listen what they were talking about. However, the data of the study were merely limited to all the slang words and phrases from all dialogues of the main characters in the movie.

3.4 Data Analysis

After the data were collected, then the writer continued to the next step that is data analysis in order to answer the research questions that were formulated in the previous chapter. Below are several steps that explain how to analyze the data in detail:

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1. Reading and checking the data both the English movie script and the *bahasa Indonesia*'s subtitles.
2. Juxtaposing the English movie script and the subtitles in *bahasaIndonesia* in order to make the writer easier to identify the data.
3. Identifying the slang words and phrases according to the classification of types of slang based on lexical semantic and word-formation process.

The data were identified and classified based on the lexical semantics proposed by Finnegan et al. (1992) and the word-formation process proposed by Yule (1996).

4. Identifying and classifying the translation of slang words and phrases by using ten strategies proposed by Gottlieb (1992 in Ghaemi& Benyamin, 2010).

The data were identified and classified based upon ten subtitling strategies by Gottlieb (1992 in Ghaemi& Benyamin, 2010), those are: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, resignation. In analyzing the data, subtitling strategies were identified only for those sentences containing slang.

5. Determining the types of equivalence found in the data based on Kade's (1968 in Pym, 2010) theory on types of Equivalence.

After identifying the subtitling strategies found in the data findings, the translation of the slang words and phrases are classified based upon types of equivalence as proposed by Kade (1968 in Pym, 2010).

6. Collecting and classifying the data in the form of table.

Below is the example of table of data analysis. The detail of the data analysis could be seen in Appendix 1, while some examples of the data analysis will be discussed in Chapter 4.

3.1 Table of the Example of Data Analysis

Source Language	Target Language	Types of Slang	Subtitling Strategies	Types of Equivalence
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(English)	(Indonesian)			
Rachel: Adam, are you <u>okay</u> ?	Rachel: Adam, ka <u>baik-</u> <u>baik</u> saja? (11)	Synonymy	Transfer	One to Several

7. Calculating total number and percentages of each analysis to find out what type of slang, subtitling strategy, and type of equivalence were frequently applied and identified in the movie subtitle by using the following formula:

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

P: Number of percentages

F: Frequency of each analysis

N: Number of whole data

8. Describing and interpreting the results of the study.
9. Drawing conclusion based on the results.

3.5 Concluding Remarks

The research methodology in this chapter has been presented structurally, including the research design, object of the research, synopsis of the movie, movie script, data collection, and data analysis. The findings and discussion of the data are presented in the following chapter.