

CHAPTER III

RESEARCH METHODOLOGY

The previous chapter elaborated the literature review underlying the study. This chapter now will turn to the methodology used in the study. This chapter consists of design of the study, subject of the study, data collection, and data analysis which will be elaborated in the following sections.

3.1 Design of the Study

This study was conducted based on a qualitative method. Qualitative research as defined by Denzin and Lincoln (in Joubish, 2011, p. 2083) is a method which studies the things in the natural setting. In accordance with the article written by Joubish et al. (2011), the qualitative research is aimed to find the reasons and explanations, but not simply the description of the method of research and the sum of its results. This type of research deals with the unstructured information and relies on the people's behaviors, attitudes, their value systems, concerns, motivations, aspirations, and culture or lifestyles. Fraenkel et al. (2012, p. 426) described that qualitative research goes directly to the particular setting of interest to observe and collect the data.

There are six characteristics of qualitative methods (Bogdan and Biklen, 2007). First, the research must be in a natural setting. Second is the key instrument of the research. The researcher becomes the key instrument of the research, in which the researcher collects the data directly. Third, the research is written in descriptive form and the data is in the form of words rather than number. Fourth, the process of research is more important than outcome. Five, the meaning of the research is the main purpose in the research. Last, the research tends to be inductive. It can be said that the qualitative research does not formulate the hypothesis before testing it out. Thomas (2003, p 3) said that in inductive analysis, the data is determined by both of the research objectives and multiple readings and interpretations of the data. Thus the

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AN ANALYSIS OF TRANSLATING STRATEGIES IN THE SUBTITLES OF THE RAID: REDEMPTION MOVIE

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findings are derived from both the research objectives outlined by the researcher and findings arising directly from the analysis of the raw data. Patton (2002, p. 242) concluded that by using the qualitative method, the study inquiry approaches instead of statistical formulas.

In addition, this study employed a descriptive qualitative method. The qualitative research is considered to be applied to the study's main purposes that aimed at collecting the data, and then analyze it for explaining the existing occurrence (Heigham & Crocker, 2009, p. 4).

Descriptive method is a research method that tries to describe phenomenon, occurrence, event, that happens in the present. Creswell (1994) said the descriptive method of research is to gather information about present existing condition. Creswell (2012, p. 274) explained the purpose of descriptive method is to find a detailed explanation and description about the object of the research systematically.

Thus, based on the explanation above, the researcher assumed that a descriptive qualitative method is relevant for this research. The researcher analyzed the subtitles to find the translating strategies used in conducting the subtitles and the quality of the translation (subtitles).

3.2 Subject of the Study

The texts as the primary data of the research were taken from the Indonesian – English subtitles of the movie entitled *The Raid: Redemption*. The length of the movie is 109 minutes. This movie was released in 2011 under the production house of *Merantau Films*. The movie was directed by Gareth Evans. The research was limited to analyze the translation strategies that were used in Indonesian and English subtitles of the movie, so that monologues or another language dialogues were not analyzed. There were 324 subtitles were analyzed.

This movie has been chosen because of the practicality, quality of the film, and the purpose of the study itself. This study focuses on both Indonesian and English subtitles. Therefore, the selected movie must provide both of those subtitles. *The*

Raid: Redemption movie offers that requirement, because this movie has go international, which means the movie has been aired in many countries. English subtitle is used as the main subtitle before translated into the language of the country. Thus this movie has Indonesian subtitles and English subtitles as well. Moreover, the quality of this film is definitely good because this film has been published in the Toronto International Film Festival (Toronto International Film Festival, TIFF) in 2011 and received *The Cadillac People's Choice Midnight Madness Award*. Another award given to the film was *Best Achievement in Sound Editing* nominated in Oscar 2013. While in term of the study's purposes, the movie's subtitles have been chosen in order to find out the translating strategies according to Gottlieb's theory and to analyze the quality of the subtitles with Larson' theory.

3.3 Procedure of the Study

There were some material processes done to answer two research questions. In this study, the material process started from watching *The Raid: Redemption* movie. Then, the researcher transcribed subtitles both in *bahasa Indonesia* and English. This transcription of subtitles was then used as the primary material in this study.

To answer the first research question, both of the subtitles were read. After that, the transcription of Indonesian and English subtitles were compared. Then the researcher analyzed those subtitles to see what kind of Gottlieb's translating strategies fit in that subtitles. It was followed by counting the translating strategies.

To answer the second research questions, the English subtitles were analyzed with Larson's theory about characteristic of a good translation which consists of *natural*, *accurate*, and *communicative*.

3.4 Analysis of the Study

The analysis of the material in the study was broken into two steps. There are analysis of translating strategies by Gottlieb and analysis of quality of the translation by Larson.

3.4.1 Analysis of Translating Strategies

In this step, the researcher re-typed all of the Indonesian subtitles as well as the English subtitles. Next, the researcher compared both of those subtitles and classified it into the translating strategies. In this case, the main theory that was used to analyze the material was the theory of translating strategies by Gottlieb (as cited in Ghaemi & Benyamin, 2010, p. 42).

Identifying and codifying the material were some steps in the data analysis. Hodinkson (2009) said that identifying and codifying data in qualitative research are important. Codification was done in which the relevant parts of the material are codified after they had been identified. The example of those follows in the following table.

Table 3.1

Examples of Identification and Codification from *The Raid: Redemption* Subtitles

| No. | Bahasa Indonesia Dialogues | English Subtitles | Strategies |
|-----|--|---|------------|
| 1 | Jam berapa, sayang? | What time is it, sweetheart? | Trf1 |
| 2 | Udah, tidur aja lagi. | It's okay, go back to sleep. | Par1 |
| 3 | Iya, tapi kan aku minta dibangunin. | I know, but I told you to wake me up. | Exp1 |
| 4 | I love you | Aku cinta kamu | Trf2 |
| 5 | Info intelijen yang saya dapatkan, ada bandar narkotik yang cukup besar. | Intelligence reports, there is a big narcotics lab in there. | Dec1 |

The codes are the short forms of the translating strategies names — *Exp* as expansion, *Par* as paraphrase, *Trf* as transfer, *Imi* as imitation, *Trc* as transcription, *Dis* as dislocation, *Con* as condensation, *Dec* as decimation, *Res* as resignation, and *Del* as deletion. Identification and codification were helpful to analyze the material efficiently.

3.4.2 Analysis of Quality of the Translation

After finding out the translating strategies, the next step was analyzed the quality of the translation of subtitles. The researcher still used Indonesian and English subtitles. The researcher analyzed each dialogue by using Larson's theory. First, the researcher measured the naturalness of English subtitles. *Natural* means the translator uses natural form appropriately. It means that the changes that occurred between source text (ST) and target text (TT) may be as close as possible to the meaning of the target text (TT).

Second, the researcher measured the accurateness of English subtitles. *Accurate* is where the translator translates the text as exact as possible. This means as truly conveying the informational content of the source text to the target text. Third, the researcher measured whether the English subtitles communicative or not. *Communicative* means the translator clarifies the meaning understandably to the intended receptor.

3.5 Concluding Remark

This chapter has elaborated design of the research, subject of the research, procedure of the research and analysis of the research. In the next chapter, the findings and discussion of the study will be discussed.

