

CHAPTER III

RESEARCH METHODOLOGY

This section provides the research design, the source of the research, the procedure of data collection and the procedure of data analysis.

3.1 Research Design

A research is conducted to answer the questions. In this research the researcher uses descriptive qualitative as the research method. According to Bogdan and Biklen (as cited in Fauziyyah, 2012, p.4) a qualitative method has the natural setting as the direct source of the data and the researcher is the key instrument. Sugiyono (2013, p.1) adds that in the qualitative method, the main instrument is the researcher, the data are inductive and the result focuses on the meaning rather than generalization. The researcher is the one who analyzes the data descriptively and then presents the result in the form of explanation of words which will be supported by the data presented in the form of table. The researcher will describe the data based on facts about the object systematically and accurately (Suryana, 2010, p.14).

3.2 Source of Data

The source of this study is “Frozen” film produced by Walt Disney Animation Studio. Frozen is a film adapted from a Hans Christian Andersen’s

book, entitled Snow Queen. This film was launched in November 2013 by Walt Disney

Pictures.

The research will study the Bahasa Indonesia subtitle of this film, which originally in English.

3.2.1 Summary of “Frozen” film

In the kingdom of Arendelle, there is a princess who has the power of freezing and creating ice and snow. She has a little sister who loves to play with her, Princess Anna. One day, Elsa accidentally hits Anna’s head with her power and almost kills her. They never play together since then. Their parents die when their ship sinks in the ocean. Then, Elsa is crowned as the Queen of Arendelle three years later. In the Coronation Day, Anna meets Prince Hans and falls in love immediately. Elsa refuses Anna and Hans’ plan to marry and loses control of her freezing power. She sets Arendelle in a deep snow and flees up to the North mountain. Anna seeks out Elsa with the help from Kristoff – a peasant, his reindeer – Sven, and a snowman – Olaf. They go through a dangerous journey to bring back the summer. But, only true love which can save Arendelle and their lives.

3.3 Research Procedure

In this section the researcher will elaborate two parts, the first part refers to the procedure of data collection and the second part will refer to the procedure of data analysis.

3.3.1 The Procedure of Data Collection

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The researcher collects the data by applying some stages:

1. Watching and observing the “Frozen” film;
2. Downloading the original script of the “Frozen” film and the Bahasa Indonesia subtitle;
3. Dividing the scenes in the “Frozen” film and taking 39 scenes out of 78 scenes as the samples to be analyzed;
4. Writing down the list of the strategies employed in each dialogue in the selected scenes.

3.3.2 The Procedure of Data Analysis

The data gathered from data collection, then be analyzed through several stages:

1. Searching some theories related to the study from internet sources, journals, books and the relevant research papers;
2. Reading Gottlieb’s theory of the strategy in subtitling film;
3. Classifying the data based on the language function theory by Newmark (1988);
4. Identifying the data based on the subtitling strategies theory by Gottlieb (1992);

5. Classifying and listing the data based on Gottlieb's subtitling strategies theory (1992);

No	English	Bahasa Indonesia	Function	Strategy 1	Strategy 2	Strategy 3
1	Elsa. Psst!	Elsa. Psst!	Expressive	Imitation	Transfer	
2	Elsa!	Elsa!	Expressive	Imitation		
3	Wake up. Wake up. Wake up!	Bangun, bangun, bangun.	Vocative	Transfer		

6. Asking a counterpart who is a translating student to make a second opinion related to the identification and classification of the strategies employed in the translation;
7. Calculating total number and percentage of each translating strategy which occurs in the subtitle translation of "Frozen" film using this formula:

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

P = Percentage

F = Frequency of subtitling strategies

N = Total number of samples

8. Judging the quality of the translation according to Barnwell's (1996);

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9. Describing and interpreting the findings;

10. Drawing conclusion according to the finding.