

CHAPTER III

RESEARCH METHODOLOGY

This chapter reviews the methodology of the research. This chapter consists of research design, data collection procedure, subject of the research, data collection procedures, data analysis, clarification of terms, and organization of the paper.

3.1 Research Design

This research deals with analyzing translation procedures that used by the freelance translators named PA, GD, and LG for the film subtitle entitled “Big Hero 6”. Hatch and Farhady (1982, p.1) state that research is a systematic approach to finding answers to questions. Fraenkel and Wallen (1993, p. 380) state that qualitative research is a research studies that investigate the quality of relationships, activities, situations, or materials.

Fraenkel, Wallen, and Hyun (2012, p. 426) describe the features of qualitative research as follows:

- a. The natural setting is the direct source of data, and the researcher is the key instrument in qualitative research. It implies that the qualitative researchers go directly to the particular setting of interest to observe and collect the data.
- b. Qualitative data are collected in the form of words or pictures rather than numbers. It implicitly shows that the kinds of data collected in qualitative research include interview transcripts, field notes, photographs, audio recordings, videotapes, diaries, personal comments, memos, textbook passage, and anything else that can convey the actual words or actions of people.
- c. Qualitative researchers are concerned with process as well as product. It means that the qualitative researcher are likely to observe the meaning that people give to certain words or action, how people interact with each other, and how certain kinds of questions are answered.

- d. Qualitative researchers tend to analyze their data inductively. It can be said that the qualitative research does not formulate the hypothesis before seek to test it out. According to Thomas (2003, p. 3), in inductive analysis, the data analysis is determined by both of the research objectives and multiple readings and interpretations of the data.

John W. Creswell (2012, p. 16) states that there are six major characteristics from qualitative research, there are:

1. Exploring a problem and developing a detailed understanding of a central phenomenon
2. Having the literature review play a minor role but justify the problem
3. Stating the purpose and research questions in a general and broad way so as to the participants' experiences
4. Collecting data based on words from a small number of individuals so that the participants' views are obtained
5. Analyzing the data for description and themes using text analysis and interpreting the larger meaning of the findings
6. Writing the report using flexible, emerging structures and evaluative criteria, and including the researchers' subjective reflexivity and bias.

In conducting the research with the aims, this research applied qualitative research design as the research methodology. Furthermore, this research attempts to find out the usage of translating procedures in the translations made by PA, GD, and LG, and analyzing the quality of the translation whether it is equivalent or not based on the criteria of a good translation proposed by Newmark (1988) and Larson (1984). Because of the explanation above, the researcher wants to collect the data in the forms of words rather than number and report the results with the explanation of each procedure. Thus, the researcher assumed that the qualitative descriptive method is relevant for this research.

3.2 Subject of the Research

The data of the research are the 50 selected dialogues that were taken from the original English subtitle from the movie entitled “Big Hero 6” and the translations made by three freelance translators. The translators named PA, GD, and LG. They are active translators that shared translation for many movies. PA offers the translation based on request and bid the price for it. As retrieved in his blog, he made 225 translations throughout his career. As retrieved in GD’s website, he translates the subtitle through listening skill. LG is a translator who shared the translations for free. As retrieved in his blog, he offers slots for advertisement in his blog. It can be said that he shared the translations for free to invite companies to create advertisements in his blog. Based on all the information above, this research conducts the translations which are made by three freelance translators PA, GD, and LG for the movie entitled “Big Hero 6” with the translation procedures that has been mentioned by the expert. Considering that the research is comparing the usage of the translating procedures and the quality, this research chose some freelance translators which has similar characteristic. PA, GD and LG are active translators that shared translation for many movies. PA offers the translation based on request and bid the price for it. As retrieved in his blog, he made 225 translations throughout his career. As retrieved in GD’s website, he translates the subtitle through listening skill. LG is a translator who shared the translations for free. As retrieved in his blog, he offers slots for advertisement in his blog. In this case, this research gained the result by analyzing the usage of the translating procedures of those translations and proved whether their translations are equivalents or not.

Meanwhile, this research selected “Big Hero 6” because of the quality of the movie and the success to be the winner of the best animated short film which made this film can be watched in all over countries and it can be enjoyable by all over ages. It can be said that the level of the translation has to be appropriate for kids also. Thus, the Indonesian translation is pleasing to analyze. Moreover, this movie is a family movie from Walt Disney Pictures or Walt Disney Company. Written by Don Hall and

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Jordan Roberts. This film has a very strong lesson started from the family that cared of you so much, the friends that a part of your life, the robot that can be emotional just like a human. The characters are Baymax (Scott Adsit), Hiro Hamada (Ryan Potter), Tadashi (Daniel Henney), Go Go (Jamie Chung), Wasabi (Damon Wayans Jr.), Honey Lemon (Genesis Rodriguez), Fred (T.J. Miller), Robert Callaghan (James Cromwell), Abigail (Katie Lowes), Alistair Krei (Alan Tudyk) and Cass (Maya Rudolph). The film is about healthcare robot made by Tadashi for his brother Hiro Hamada. Hiro is a teenage boy who loves challenging illegal robot-fight. Tadashi wants to change Hiro minds to attend San Fransokyo Institute of Technology. After he is success invite Hiro, he introduces him to his nerd friends. Then, he shows his own project, an inflatable ‘nurse’ robot named Baymax. The complication starts when Tadashi and Hiro come into a robot exhibition and the building blew up by a fire after the Hiro’s victory. Tadashi is dead by the explosion and Hiro becomes distant from his friends. The adventure starts when the Baymax appears.

3.3 Data Collection Procedures

The procedures of this study were gained by several steps. To answer the first statement of the problem, this research started with watching the original DVD of “Big Hero 6”, choosing and typing the 50 selected English film dialogues, typing the Indonesian translation made by three selected freelance translators based on the selected English dialogues. Then, analyzing, classifying, and describing the usage of translation procedure, comparing the English dialogue script with the Indonesian translation based on Newmark’s framework, and counting the translating procedures. Then, doing library research in order to get relevant theories.

To answer the second statement of the problem, it started with analyzing the quality of the Indonesian translation based on the criteria of a good translation proposed by Newmark (1988) and Larson (1984). To support the analysis of the quality, this research validated the quality of the translation by gaining some valuations through interview. The respondents are based on researcher’s judgment.

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The respondents should be considered that they are related with this research. The considerations are the respondents should majoring translation program and willingly to take part in this research.

3.4 Data Analysis

In this study, the data gained through descriptive analysis technique. In this case, the researcher watched the original DVD of “Big Hero 6” movie and compared the selected original English dialogue script with PA, GD, and LG’s translations. Then, observed what translation procedures are used in the Indonesian translations based on Newmark’s framework.

The evaluation will be carried out in accordance with the following steps:

1. Comparing the Indonesian translations with the original English translation.
2. Objective analysis: procedure translation analysis.
3. Subjective analysis: English and three Indonesian translations.
4. Conclusion: matching the analysis result with the Newmark and Larson’s framework.

3.5 Organization of the Paper

This paper will be organized into five chapters. The chapters will be divided into subtopics to elaborate the issue given as follows:

Chapter I. Introduction

This chapter reviews the background of the study, the statement of the problems, the purposes, the limitations, and the significance of the study.

Chapter II. Literature Review

This chapter reviews some theories that become the foundation in conducting this research. This chapter explains about the definitions, aims, types, processes, methods,

and procedures of translation, criteria of a good translation, definitions, aims, and processes of subtitle, previous research related to this research.

Chapter III. Research Methodology

This chapter reviews the methodology of the research. This chapter consists of research design, data collection procedure, subject of the research, data collection procedures, data analysis, clarification of terms, and organization of the paper.

Chapter IV. Findings and Discussions

This chapter discusses the findings of the research paper. It answers the statement of the problem that are aimed at determining the translating procedures that PA, GD, and LG are used in their translations as well as analyzing the translation quality. Some examples, tables, and figures are provided in this chapter.

Chapter V. Conclusions and Suggestions

This chapter presents the conclusions derived from the findings and discussions of the study in answering the statement of the problem, and offers the suggestions that should be considered for the next research about translating procedures in the part of suggestions.