

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the research in details to find out the answers of the research questions. It includes the research question, the purposes of the research, the research design, the research procedures and the synopsis of the film.

3.1 The Research Questions

In this research, the researcher puts forward two questions as listed below:

1. What are the strategies used by the translator in subtitling “This Is the End” movie?
2. What are the most and the least frequent strategies and methods used in subtitling “This Is the End” movie?

3.2 The Purposes of the Research

This study is aimed at the following:

1. To identify some strategies used by the translator in subtitling “This Is the End” movie.
2. To identify the most and the least frequent strategies used in subtitling “This Is the End” movie

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3.3 The Research Design

According to Burns and Grove (1997), the design of the study is the end result of a series of decisions made by a researcher concerning how the study is conducted. The design is closely associated with the framework of the study and guides planning for implementing the study. According to Polit and Hungler (1995), research designs vary with regard to how much structure the researcher imposes on the research situation and how much flexibility is allowed once study is under way.

This research's need is to examine the processes of a whole data from a text of *This Is the End* subtitle. Because of that the researcher chooses the qualitative approach since its focuses is on describing and understanding a phenomenon. That statement was supported by Denzin and Lincoln (1994), which assumed that qualitative research focuses on interpretation of phenomena in their natural settings to make sense in terms of the meanings people bring to these settings. Qualitative research involves collecting information about personal experiences, introspection, life story, interviews, observations, historical, interactions and visual text which is significant moments and meaningful in peoples' lives which in this case is a visual text.

In addition, Bogdan and Biklen (1982) explain that a qualitative method has the natural setting as the direct source of data and the researcher has a role as the key instrument. It means that a researcher has an authority in elaborating what has been found in the source and applying the appropriate theory to answer the research question.

Furthermore, in conducting this research, the researcher used descriptive qualitative method to answer the questions about the translation strategies found in the subtitle to gain a complete understanding in doing the analysis. It is used because the result of this research has to be described clearly after the classification and analysis process. As Fraenkel and Wallen (1993) said that

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descriptive approach is an approach that is used to explain, analyze, and classify something through various techniques.

3.4 The Research Procedure

3.4.1 Research Procedure

To analyze a whole subtitle data from the *This Is the End* film, research procedure is needed to make systematic steps of doing the research. And the techniques of collecting data are done through the following steps:

1. Make three tables to measure the taboos and slangs level, humor level, and understanding level of the film based on the viewers' opinion.

No	Name	Age	Understanding Level											
			1	2	3	4	5	6	7	8	9	10		
1														
2														
3														

No	Name	Age	Humor Level											
			1	2	3	4	5	6	7	8	9	10		
1														
2														
3														

No	Name	Age	Taboos and Slang Level											
			1	2	3	4	5	6	7	8	9	10		
1														
2														
3														

2. Calculating the total votes from the viewers using a percentage technique as describe below;

$$P = \frac{t}{n} \times 100\%$$

P: Percentage of each level

T: Total number of the viewers' vote

N: Total number of the maximum score

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3. Watching the DVD of *This Is the End* film to comprehend the whole story of the film through the script and subtitle.
4. Searching the original script of the movie from the internet.
5. Searching the Indonesian subtitle of the movie from the internet which has the exact translation with the original DVD.
6. Collect 20 people to watch the DVD and ask those people to give a score whether the film can be accepted or not.
7. Collecting some textbooks, journals, websites, etc. to select the most appropriate translation procedures.
8. Seeking the relevant theories to support the translation procedures from some textbooks, journals, websites, dictionaries, etc.

3.4.2 Data Analysis

After being collected, the data are analyzed to find out the result of this research that will answer the research questions. Then, the collected data will be analyzed through the following steps:

1. Reading both the original script and the subtitle;
2. Juxtaposing the English and Indonesian version into a table;

English Subtitle	Indonesian Subtitle
And an awesome laugh.	<i>Dan tawa yang mengagumkan.</i>
I've heard it's annoying. How about that Jay back there, man?	<i>Yang kudengar tawaku mengganggu. Bagaimana dengan Jay di belakang ?</i>

3. Identifying and classifying the translation procedures according to their types which are proposed by Gottlieb. The process of the translation procedures which involved in this analysis are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation;

English Subtitle	Indonesian Subtitle	Translation Strategies

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How you doing?	<i>Bagaimana kabarmu?</i>	Condensation
I'm good, man.	<i>Baik.</i>	Decimation
Yes, you are.	<i>Ya, tentu.</i>	Paraphrase

4. Calculating the total number and percentage of each subtitle strategies. In the calculation, the researcher employed percentage technique as describe below;

$$P = \frac{f}{n} \times 100\%$$

P: Percentage of each type of subtitle strategies

F: Frequency of each type of subtitle strategies

N: Total number of whole utterances

5. Presenting the results of the calculation into tables and diagrams to interpret the findings;
6. Describing and interpreting the findings of the analysis from tables and diagram presentation; and
7. Drawing some conclusions based on the findings.

3.5 Synopsis of the Film

Jay Baruchel arrives in Los Angeles to visit with old friend and fellow actor Seth Rogen, who invites him to attend a housewarming party hosted by James Franco. At the raucous party, many celebrities and others drink, take drugs, and have sex. Jay is uncomfortable being around so many people that he hardly knows well and leaves the party to buy some cigarettes, accompanied by Seth.

At a convenience store, beams of blue light emerge from the sky and carry away numerous people. Seth and Jay flee to James' home amid explosions,

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vehicular crashes and mass chaos. A powerful earthquake occurs and the guests rush outside to find the Hollywood Hills on fire. A large crack opens in the earth and many celebrities fall into it and die. Seth, Jay, James, Jonah Hill, and Craig Robinson survive and learn that the largest earthquake in California history has struck Los Angeles. Believing that they will soon be rescued, the five take inventory of the available supplies, including food and water, various drugs, and a pistol. They set up a ration system, board up the doors and windows and await help.

The next morning, Danny McBride, who crashed the party and fell asleep, wakes up first. Ignorant of the crisis, he wastes much of the supplies and disbelieves the others' accounts until a desperate outsider seeking aid is decapitated in their presence. The men pass the time by taking many drugs and filming a homemade sequel to the 2008 film *Pineapple Express*, which most of the group had appeared in. Tensions rise, however, due to various conflicts, including Jay and Seth's growing estrangement, and the others' skepticism of Jay's belief that the disasters might be the Apocalypse predicted in the Book of Revelation.