CHAPTER III

METHODOLOGY

This chapter contains the explanations of the research design, data sources, synopsis of the movie, data collection, and also data analysis.

3.1   Research Design

This study employs qualitative approach and comparative method.   Hancock (2002) argues that the main focus in qualitative approach is on developing explanations by looking at the social phenomena which occur in natural settings. Jacob (1998) mentions that qualitative approach is used to describe methodologies as ethnographic, naturalistic, anthropological, field, or participant observer research. Trochim (2000) also states that qualitative approach explains the purposes of the qualitative research, the stages of qualitative research, and also the method of the data analysis explicitly or implicitly. Furthermore, according to Creswell (2009) qualitative approach is used to investigate the data subjectively. Moreover, he states that there are two characteristics in conducting qualitative research. The first characteristic is the data must be taken from natural setting, and then the second characteristic is collecting data in the form of file or transcription of the dialogues in the movie. In brief, qualitative approach describes the data by looking at the natural setting, and it explains the data explicitly or implicitly. Therefore, the qualitative approach is used since the data are in the form of transcription and research also discusses only the dialogues that appear in the movie.

In addition, this study uses comparative method to compare the strategies employed by the official and non-official subtitles. According to Ragin (2014), the comparative method is used to analyze similarities and differences in the comparable data and also comparing the data. Lijphart (1971) defines comparative

method as a method of discovering, not a method of measurement. Boeije (2002) states that by comparing the entire data, the researcher can develop a theory more or less inductively by doing categorizing, coding, describing categories and the main point is connecting them. In brief, the comparative method is used to compare two or more comparable data and also comparing those data by discovering the data into findings, not measuring the data. Therefore, as explained above, this study compares the official and non-official subtitling strategies in *Zootopia* movie. In addition, it aims to analyze, investigate, and elaborate the strategies that are employed in the movie.

3.2   Data Sources

This study uses the data from the transcription of the official and non-official Indonesian subtitles and English subtitles of *Zootopia* movie. The data of the study is text-based in the form of transcription of movie dialogues. In the transcription, the data are divided into two types, the transcription of monologues and that of the dialogues. However, the data are limited by focusing only on the transcription of dialogues in order to produce a better result. In total, there are 1042 utterances in the movie dialogues of *Zootopia* movie.

The length of the movie is 1:48:32 (one hour, 48 minutes, and 32 seconds). The movie was produced by Walt Disney Animation Studios and it was released by Walt Disney Pictures on March 4, 2016. Moreover, this movie won Golden Trailer Awards 2016 as Most Original TV Spot and also nominated at BET Awards 2016 as Best Actor and at Teen Choice Awards 2015 as Choice Music: Song from a Movie or TV Show. The official Indonesian subtitle is taken from the Blu-Ray DVD of *Zootopia* movie and the non-official Indonesian subtitle is taken from *subscene.com* and it is produced by Penny Hamada who has a good rating in eight out of ten criteria as a translator in movie subtitles.

3.3 Data Collection

Before analyzing the data, several steps are needed in order to collect the data. The steps are as follows:

The first step was watching the movie of *Zootopia* to comprehend the whole story of the movie.

The second was transcribing the whole subtitles, monologues and also the dialogues, in the movie. The monologues were separated from the dialogues; thus, only dialogues were transcribed. In total, there are 1042 utterances of dialogues in *Zootopia* movie.

The third was determining different dialogues subtitling strategies. The study focused on 1042 utterances that are translated differently into the official and non-official subtitles. Those dialogues were used to answer the research question.

The last was classifying the whole utterances of dialogues that appear in this movie into Gottlieb's (1992) ten subtitling strategies.

3.4 Data Analysis

After all of the data were collected, they were analyzed in order to answer the research question that is formulated in the chapter one. As mentioned earlier, this study used the theory of subtitling strategies proposed by Gottlieb (1992) to compare the strategies employed by the official and non-official subtitles of *Zootopia* movie.

The following steps were used to analyze the data. The steps were as follows:

1. Identifying the subtitling strategies that are employed by the official and non-official subtitles according to Gottlieb's (1992) theory of subtitling strategies;

2. Measuring the total number and the percentage of each strategy occurrence with the following formula:

$$P = f/n \times 100\%$$

P   = Percentage of a subtitling strategy occurrence;

f   = Frequency of a subtitling strategy occurrence;

n   = Frequency of all subtitling strategies occurrence.

3. Presenting all of the results in the tables and figures;

   At this stage, the transcriptions of the utterances are presented in the tables and figures. Each table contains the frequencies and percentages of the subtitling strategies, in the official and non-official subtitles, that are used in the movie.

4. Comparing and interpreting the result of the comparison;

   At this next stage, both subtitles, official and non-official, were compared and elaborated to answer the research question.

5. Concluding the interpretation of the comparison.

   In this final stage, the findings were concluded to find the result of the study.

The following table shows the analysis of both subtitles:

Table 3.1 The example of Data Analysis

Num.	Dialogues	Subtitles		Strategies	
		Official	Non-Official	Official	Non-Official
30	Cut it out, Gideon!	Hentikan, Gideon!	Woy! Minggir lo, Gideon!	Transfer	Expansion

The utterance quoted on the table is uttered by Judy Hopps' friend to Gideon Grey who says "Cut it out, Gideon!" The official subtitle translates quoted

4

utterance by using the strategy of transfer into "Hentikan Gideon!" meanwhile, the non-official subtitle translates the utterance into "Woy! Minggir lo, Gideon!" by applying the strategy of expansion. The translation of the official subtitle creates a certain degree of formality, while the non-official subtitle translation makes the subtitle more emotional to the audiences by adding emotion and also the translation is less formal.

3.5 Synopsis of the Movie

Judy Hopps, as the main character, has a dream that anyone can be everything. Because of her dream that anyone can be everything, she starts to apply as the first bunny cop in ZPD (Zootopia Police Department).

The story begins when an otter is missing in Zootopia, Judy persistently asks Chief Bogo to take the case, but she only has 48 hours to investigate the problem and find that otter. She is not alone in finding the missing otter. There is a fox named Nick Wilde that becomes her partner, even though this partnership will make Judy's job in finding the missing otter harder.

Meanwhile, the mammals are missing because they are given a medicine by a group of people who work at an old building named Cliffside Asylum. Mayor Lionheart is suspected by Judy Hopps after she sees Lionheart walking into the asylum. After the investigation, Judy Hopps feels guilty to accuse Mayor Lionheart as the man behind the group of people that provide the medicine to those mammals. Judy Hopps finally knows that someone behind this is Bellweather, Mayor Lionheart's assistant, who leads that group. Bellweather does this because she is worried that Zootopia will be inhabited by predators who will kill the living mammals.

A few months later, Bellweather is led to a jail, and Mayor Lionheart is back to lead the city. Nick Wilde is given the cop badge by Mayor Lionheart and becomes a police officer in Zootopia. Moreover, Judy Hopps and Nick Wilde become working partner in Zootopia Police Department.

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