

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter explains research methodology that is applied in this study. It comprises of research design, data source, data collection, data analysis, synopsis of the movie, and also concluding remarks.

#### **3.1 Research Design**

This study employs descriptive qualitative method. Taylor and Bogdan (1984) argue that qualitative method concerns on human behavior and what people say. According to Sandelowski (2000), descriptive qualitative study requires the presentation of the facts of the case in everyday language. This method can be applied since the focus on this study is about language phenomenon, especially the use of slang and swear words in the movie. In this case, slang and swear words are parts of a language because people are familiar with them and use them in their casual interaction every day. Hancock (2002) states that qualitative research focuses on describing the phenomena as they occur naturally. In line with Hancock (2002), Creswell (2009) adds that qualitative research occurs in natural settings, where human behavior and events occur. Therefore, it can be said that slang and swear words are seen as natural phenomena and can be analyzed by using descriptive qualitative method.

The data that are collected in qualitative method are mostly textual. As stated in Creswell (2009), a researcher may collect qualitative documents in the process of analyzing. Creswell (2007) also considers audiovisual as one of the source materials in collecting the data. Hence, Creswell (2009) clarifies that audiovisual materials like movie require the researcher to transcribe it first before analyzing. It is clear that this method is suitable with this study because the data are obtained from a movie transcript and analyzed in the form of words. Creswell (2009) adds that since the textual data are dense and rich, not all of the information can be analyzed. A study needs to focus on particular data and disregard other parts. Therefore, this study only

focuses on the data of slang and swears words, not all the utterances of characters in the movie.

Moreover, qualitative method enables the study to conduct a data classification. According to Chatzman and Strauss (1973, as cited in Creswell, 2009), qualitative data analysis mainly entails classifying things, persons, and events. Lambert and Lambert (2012) also argue that the data can be arranged by categories or subcategories. Snapes and Spencer (2003, as cited in Moriarty, 2011) add that qualitative method produces detailed description and classification. This method is suitable with this study because slang and swear words are identified and classified within appropriate categories.

The findings that are obtained by using descriptive qualitative method are conveyed in the form of description. As stated in Sandelowski (2000), “the expected outcome of qualitative descriptive studies is a straight descriptive summary of the informational contents of data organized in a way that best fits the data” (pp. 338-339). In line with Sandelowski (2000), Lambert and Lambert (2012) explain that the outcome of descriptive qualitative method is a descriptive summary of the selected data organized in certain ways. This study describes thoroughly why particular slang and swear words belong to certain types and why the translations of the words are considered formal or dynamic. Furthermore, this study also describes whether certain slang and swear words types have a tendency to apply formal or dynamic equivalence techniques or not.

### **3.2 Data Sources**

The data in this study are obtained from *Deadpool* Blu-ray movie script which was written by Reese and Wernick in 2010. Watching *Deadpool* Blu-ray movie itself is also required in order to complete the missing text or utterances that might not be found in the movie script. In US, *Deadpool* was first released on 12 February 2016. Directed by Tim Miller, *Deadpool* has 1 hour 48 minutes duration. In addition, the movie subtitle in Bahasa Indonesia which is already provided in the *Deadpool* Blu-

ray movie also becomes a source for this study in order to analyze the translations of slang and swear words uttered by all characters.

### **3.3 Data Collection Process**

Before analyzing the data, this study conducts several steps to collect the data. The first step is watching *Deadpool* Blu-ray movie for several times to understand the movie and know the context of slang and swear words that are uttered by the characters. Next, before analyzing, this study is required to possess the subtitle script, in addition to the movie script itself. Hence, the subtitle is transcribed first. After that, highlighting slang and swear words from the movie script as well as their translations is the most essential step in collecting the data.

### **3.4 Data Analysis**

After the data are collected, this study conducts several steps of data analysis in order to answer the research question that is stated in the first chapter.

First of all, this study juxtaposes all slang and swear words in both movie and subtitle scripts in order to avoid mistakes in identifying the data. Besides, this study also watches the movie itself for several times in order to understand the context of slang and swear words uttered by the characters.

After juxtaposing slang and swear words, there is a process of classifying them. Those words are identified first based on several dictionaries in order to understand their meaning and word formations. Then, those slang and swear words are classified by using Yule's classifications of word-formation processes and Finegan's lexical semantics.

Next, this study continues with the analysis of the slang and swear words translations to discover the equivalence techniques by applying Nida's concept of formal and dynamic equivalences. Furthermore, this study describes how a subtitler maintains the form as well as content of the original message in formal techniques and how the subtitler makes the translation looks natural by conducting grammatical

modifications, including shifting word order, using verbs in place of nouns, and substituting nouns for pronouns, and many others, in dynamic techniques.

Moreover, this study transfers the data which are identified into the following table:

### 3.1 Table of Data Analysis Example

Source Language (English)	Types of Slang or Swear Words	Target Language (Bahasa Indonesia)	Equivalence Techniques	Contexts
Say the magic words, <u>Fat Gandalf</u> .	Metaphor	Ucapkan kata ajaibnya, <u>Gandalf Gemuk</u> .	Formal	Vanessa threatens Buck to apologize.
The drink, <u>moose knuckle</u> . But first...	Compounding	Minuman, <u>Bodoh</u> . Tapi sebelumnya...	Dynamic	Deadpool asks Weasel to give him a drink.

Calculating the frequency of types of slang and swear words and also the equivalence techniques is the next step. To obtain the percentages of types of slang and swear words and equivalence techniques, this study applies the following formula:

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

P: Percentage  
F: Frequency of each analysis

N: Number of the whole data

Then, the data are transferred into the following tables:

### 3.2 Table of Slang and Swear Words Data Percentages Example

No.	Types of Slang and Swear Words	Frequency	Percentage
1	Coinage		
2	Compounding		
3	Borrowing		
4			
<b>Total</b>			<b>100%</b>

### 3.3 Table of Equivalence Techniques Data Percentages Example

No.	Equivalence Techniques	Frequency	Percentage
1.	Formal		
2.	Dynamic		
3.	No Translation		

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**Total****100%**

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For the further analysis, this study also finds out whether particular slang and swear words types have a tendency to use formal or dynamic equivalence techniques or not.

Then, describing as well as interpreting all of the results of the data thoroughly becomes the next step. For the last step, this study draws the conclusions that represent the whole results.

### **3.5 Synopsis of the Movie**

Wade Wilson is a former Special Forces operative who works as a mercenary in New York City. He meets a girl named Vanessa Carlyle at a local bar and they become romantically attached. A year later, Wade proposes her and she accepts it. However, he suddenly collapses. He is unfortunately diagnosed with cancer. Even though Vanessa remains by his side, he does not want her to watch him die. Knowing his disease, a mysterious recruiter from a secret program approaches Wade and offers an experimental cure for his cancer. Besides, a recruiter also offers that after the cure, Wade will also get incredible powers and become a superhero. Although Wade initially refuses, he decides to leave Vanessa and undergo the procedure.

The healing process goes well but unfortunately it leaves him disfigured. Knowing what happens to his face, Wade gets angry and fights a doctor who treats him, namely Ajax. Ajax successfully escapes from Wade. After that, Wade wants to see Vanessa but he worries about what she will think when she sees him. Thus, he decides to stay away from her completely. To cover his face, Wade's friend, Weasel, gives him a mask and a suit. Then, Wade decides to call himself "Deadpool".

After that, Deadpool starts to find Ajax so that he can fix his face. Meanwhile, Ajax and Angel Dust go to the bar to kidnap Vanessa. Helped by other heroes, Colossus and Negasonic Teenage Warhead, Deadpool finally finds Ajax and saves Vanessa. Deadpool demands his cure to Ajax but he says there is no way to fix Deadpool's face. Deadpool gets angry so that he kills Ajax. Finally, Deadpool and Vanessa reunite and live happily.

### **3.6 Concluding Remarks**

The research methodology in this chapter is explained comprehensively, including research design, data sources, data collection, data analysis, and also synopsis of the movie. The findings and discussion of the data are presented in the following chapter.