CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the study in details. This discusses the research method that is used to achieve the goal of the study and review the research stages of the study. Moreover, this chapter explains about the formulation of the problems, the data collection and data analysis.

3.1 Research Method

The research method of this study is the qualitative method. The qualitative method deliberately gives up on the quantity in order to reach a depth in analysis of the object studied (http//:Wikipedia.org/wiki/Qualitative_method). By using this method the researcher attempt to define, classify, analyze and describe the collected data. Cresswell (1994) states that qualitative study is an inquiry process to understand a social or human problem, based on complex holistic picture, formed with words, reporting detailed view of participants, and conducted in a natural setting.

One aim of the qualitative researcher is to extract the meaning of the phenomena. According to Maxwell (1996), there are five purposes of qualitative research, they are:

1. Understanding the meaning, of the participants in the study, the events, situations and actions involved with and the accounts of their life and experiences.

2. Understanding the particular context within which the participants act and the influence that this context has on their actions.

3. Identifying unanticipated phenomena and influences, and generating new grounded theories.

4. Understanding the process by which event and actions take place.

5. Developing causal explanations.

In presenting the data, the researcher uses a descriptive method. As Gay L.R in Anggraeni (2004: 37) states that descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer question concerning the current status of the subject of the study. The researcher believes that descriptive method is appropriate for this study because the goal of this research systematically, factually, accurately describes or illustrates the fact, characteristics and relationship of the researched elements.

3.2 Research Subject

The subject of this study is the action film "The Bourne Ultimatum" directed by Paul Greengrass (*United 93, The Bourne Supremacy*). It is about an agent who lost his memories, Jason Bourne. All he wanted was to disappear. Instead, he is now hunted by the people who made him what he is. Having lost his memory and the one person he loved, he couldn't be stopped by the tons of bullets and a new generation of highly-trained killers. Bourne has only one objective: to go back to the beginning and find out who he was.

Now, in the new chapter of this spy film series, Bourne will hunt down his past in order to find a future. He must travel from Moscow, Paris, Madrid and London to Tangier and New York City as he continues his quest to find the real Jason Bourne while trying to outmaneuver the chase of cops, federal officers and Interpol agents.

3.3 Formulation of Problem

In relation with the research subject, the researcher believes that it is interesting to analyze the subtitling strategies used by the subtitler. It is also worth to find the strength and weaknesses of each subtitling strategy used in subtitling "The Bourne Ultimatum" film. This research is aimed to uncover the answer of the following questions:

1. What strategies are used in subtitling utterances of "The Bourne Ultimatum" film?

2. What are strengths and weaknesses of the strategies used in subtitling the film?

3.4 Data Collection Technique

The main data of the research is taken from the original VCD of action film "The Bourne Ultimatum".

In collecting data, the researcher uses the procedure as follows:

1. Observing the original VCD of "The Bourne Ultimatum". The researcher watches the original VCD of "The Bourne Ultimatum" several times in

order to see the connection between the film's dialogue and the subtitling script. The researcher believes that watching the film several times is an important process to understand the whole conversation and it becomes the basic step before analyzing the subtitling strategies.

2. Making the movie script from the film dialogues, both the English and Indonesian version. This step is done by the researcher in order to acquire the textual data for this research.

3. Reading and comparing the script of original VCD "The Bourne Ultimatum" and the script of English-Indonesian subtitle in the film.

   In this step, the researcher reads and compares every utterance in the original script of the film with the English-Indonesian subtitle to determine the subtitling strategies that is used by subtitler. It is also done to discover the strengths and weaknesses of each strategy in subtitling the film.

4. Doing library research in order to get relevant theories.

   This step is done for getting some additional theories and data that are acquired to accomplish the comprehensive research.

3.5 Data Analysis

Data analysis is the most complex and mysterious of all the phase of a qualitative project, and the one that receives the least thoughtful discussion in the literature (http//:ebn.bmjjournals.com/cgi/content/full/3/3/68). Besides that, theoretically the analysis also occurs as an explicit step in interpreting a set of the

data as a whole, using specific analytic strategies to transform the raw data into a new and coherent depiction of the thing being studied.

In this research, the researcher employs several steps to analyze the data that figure out as follows:

1. The researcher arranges the movie script and the subtitle text utterance by utterance. For example:

Utterance	Subtitle
Welcome to the program... You'll be saving American lives	Selamat datang dalam program... Kamu akan menyelamatkan banyak orang Amerika

2. The researcher then finds out the strategies used in each utterance on movie script and its subtitle by using Gottlieb's subtitling strategies as served below:

1. Expansion
2. Paraphrase
3. Transfer
4. Imitation
5. Transcription

6. Dislocation
7. Condensation
8. Decimation
9. Deletion
10. Resignation

3. After analyzing the subtitling strategy of each utterance, the researcher gathers the finding based on each strategy and counts the number of each strategy.

4. Then, the numeric data is counted by using a simple scaling for film subtitle strategy (Thorsten, 1999:22 in Miranti, 2004) in order to determine the percentage of each strategy.

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

P = Percentage

F = Frequency of subtitling strategy

N = Overall number of subtitling

5. After all data are gained, all of them are discussed to draw the conclusion.

6. Eventually, the researcher investigates the strength and weaknesses of strategies used in subtitling this film.