CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the research. It is divided into: (1) research design, (2) techniques of collecting data and (3) data analysis.

3.1   Research design

This study uses qualitative approach. This approach investigates the quality of relationship, activities, situations or material. Creswell cited in Saputra (2003) identify qualitative study as:

> "An inquiry process of understanding a social human problem based on building a complex, holistic picture, formed with words, reporting detailed reviews of information and conduced in a natural setting."

After that, he explains some feature of qualitative approach, they are:

➢ Qualitative research is descriptive. The collected data covers interview, field notes, transcript, photograph, video, and other notes.

➢ Qualitative researches tend to analyze the data inductively because it can find the actual facts as covered in the data.

➢ The theory called "grounded theory" is the basic theory. This is due to some reasons. First of all, there is no priory theory which could cover

multiple facts. Second is this research believes in what is seen, so that it tend to be neutral.

Maxwell (cites in Mulyono, 2007) states that qualitative research design focuses on specific situations or people and emphasizes on words rather that numbers. The qualitative research design deliberatively gives up on the quantity in order to reach a depth in analysis of the subject studied (http//:Wikipedia.org/wiki/Qualitative_method). Hoepfl (cites in Mulyono, 2007) also mention that the purpose of qualitative research design is to understand a phenomenon in context-specific settings.

3.2   Techniques of collecting data

According to Moleong (cites in Saputra, 2004) the aim and function of qualitative research is to find theories, which all of tem are derived from the data. The collected data eventually will become the supporting theories in this research.

As mention by Patton (cites in Saputra, 2004) qualitative data consist of detailed description of situations, events, people, interaction and observed behaviors, direct quotations from people about their experiences, attitude, thought, excerpt, or entire passage from documents, correspondence, recording and so on.

In this research, the writer employs some techniques of collecting data as follow:

a. Original movie of Night at the Museum

The writer used the original movie of Night at the Museum. The movie is distributed by:

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The movie is about Larry Daley (Ben Stiller), a divorced husband who has a difficulty in finding a job that suite him. This guy is desperately needed a job in order to fulfill his obligation as a father of a son. After following a series of interviews in many different offices, he finally got a job as a security in a museum of natural history for the night shift.

The job seems like any other security job. However, something big happen. The museum inhabitants come to life. At first, Larry is so surprise of what happen. But, eventually he gets used to the situation and every night of the museum is an adventure.

b. Movie Script

The script is taken from the film. The writer will transfer the subtitle into script next to the film dialogues.

c. Subtitles Script

The subtitles script is taken from the original VCD of Night at the Museum distributed by:

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d. Library Study

In order to acquire the relevant theories about translation and subtitling as well as the supporting data, the writer conduct a library study. This action enables the writer to gain various additional data such as journal, thesis, textbooks, magazines, articles, and the already completed studies of other researchers which are summarized in chapter 2.

3. 3   Data Analysis

In analyzing the data, the writer employs ninth steps. The first step is reading and comparing the original movie script and the English-Indonesian subtitle script of "Night at the Museum" movie. In this step, the writer reads and compares every single dialogue in the original script of the movie with the English-Indonesian script to determine the subtitling strategies which are used by subtitler.

The second step is arranging the movie script and the subtitle text dialogue by dialogue. For example:

No	SOURCE LANGUAGE VERSION	TRANSLATED VERSION	STRATEGIES
1	You all right?	Kau tak apa?	Trans

sThe third step is identifying the data. In this step, the writer identifies every single sentence cautiously.

The fourth step is classifying the sentences into categories proposed by Gottlieb. The sentences will go down into one of these ten strategies, which are (1) Expansion, (2) Paraphrase, (3) Transfer, (4) Imitation, (5) Transcription, (6) Dislocation, (7) Condensation, (8) Decimation, (9) Deletion, and (10) Resignation.

The fifth step is gathering and counting the finding based on each strategy.

The sixth step is counting the numerical data by using a simple scaling for subtitling strategies which proposed by Thorsten (cites in Mulyono, 2007) in order to determine the percentage of each strategy.

The seventh step is giving the questionnaire to the research subject in order to investigate the effects gained from the translation strategy that is generally used in Night at The Museum movie subtitle translation for the viewer (the second research question). The questions are:

1. What do you think of Night at The Museum movie?

2. Do you understand what the movie is about?

3. What do you think about the subtitle of the movie?

4. Overall, do you think the translation strategies that being used in this movie is appropriate?

The eighth step is analyzing the questionnaire from the research subjects in order to find out the effects gained from the translation strategy that is generally used in Night at The Museum movie subtitle translation for the viewer.

The final step is discussing the data to draw conclusion.