

CHAPTER III

RESEARCH METHODOLOGY

This chapter outlines the methodology of the research, which includes formulation of the problem and research design (method of the research, data source, data collection and data analysis).

3.1 Formulation of the Problem

The research will be developed based on the following question:

1. What are the strategies used in subtitling the film entitled “P.S I Love You”?
2. What are the translation errors in subtitling “P.S I Love You” film?
3. What are the possible causes of translation errors in subtitling “P.S I Love You” film?

3.2 Research Procedure

3.2.1 Method of the Research

The method in this research is the descriptive method with qualitative approach. Fraenkl (1993) explains that the aim of qualitative study is “to investigate the quality of relationship, activities, situation, or material”. Considering the subject of this study, the writer assume that qualitative study is appropriate to be applied in this research because the writer attempts to identify, to analyze and to describe the strategies in film subtitling.

This study use descriptive method in presenting the data. Fraenkel and Wallen (1993) state that descriptive method is used to explain analyze and classify something through various techniques, survey, interview, questioners, observation and test. Since the data are descriptive, the writer investigates the data without controlling or giving any treatment to variable. A descriptive method is applied in presenting data, the analysis and its finding. This method would systematically, factually, and accurately describes or illustrates the facts, characteristics and relationship of the researcher elements.

Furthermore, the general steps of descriptive method, according to Moh Nazir (1988) are following:

1. choosing and formulating the problem
2. determining the research purpose
3. Limitation and deciding the descriptive research
4. Formulating the theoretical framework
5. Searching the available source related t the problem that will be solved
6. Formulating the hypothesis
7. Conducting the fieldwork analysis
8. Tabulating and analyzing
9. Interpreting
10. Reporting the result

3.2.2 Data Source

The data of this study is the film entitled “PS. I love You” a 2007 American romantic comedy directed by Richard LaGravenese. The screenplay by

LaGravenese and Steven Rogers is based on the 2004 novel of the same name by Cecelia Ahern

The writer chooses this film, because this film was adapted from the best selling novel “ P.S I Love You” published in 2004. The book reached #1 bestseller status in Ireland (for 19 weeks), the United Kingdom, the United States, Germany, and the Netherlands. Besides that, in this film subtitle, the writer finds many inappropriate subtitles, so the writer decides to analyze the subtitling strategies and find the error translations and also the posible causes of error translations in film subtitling.

3.2.3 Data Collection

The aim and function of qualitative research is to find the theories, which all of them are derived from the data. The collected data eventually will become the supporting theories in this research (Moleong 1995) cited in Saputra (2003).

In this study, the technique of collecting data is as follow:

a. Original film P.S I Love You

The writer intends to analyze the subtitling strategies of dialog in a film. The writer chooses the film to be analyzed that is a drama romantic comedy film entitled “PS. I Love You”. This film is based on the best selling novel with the same title written by Cecelia Ahern.

This movie tells about a girl named Holly Kennedy who married with Irish man named Gerry. The story begin when Gerry passed away, Holly have to fight with her loneliness. But Gerry have set a big plans for her, Gerry wrote Holly a series of 10 letters that will guide her, not only through her grief but in rediscovering herself. The messages are Gerry's way of informing Holly life goes

on. The messages include various tasks and treats Gerry has left for Holly. This is his way of letting her know he will always be there for her. Each letter sends her on a new adventure and each signs off in the same way: "P.S. I Love You.". Holly embarks on a journey of rediscovery in a story about marriage, friendship and how a love so strong can turn the finality of death into new beginning for life.

"P.S I Love You" film is distributed by Prime Movie Entertainment This film contains not only dialog, but songs, and also actions.

b. Movie Script

The script is taken from P.S I Love You website. It consists of play on words, correct spelling of dialogue, proper names, and the scene. The scene on film will not be included in this script.

c. Subtitle Script

The subtitle script is taken from the film. The writer transfers the subtitle into script so it can be analyzed in order to answer the research question by comparing with the movie script.

d. Library Study

The writer conducts a library study to acquire literary foundation to support the data achieved. This enables the writer to gain various additional data such as journal, textbook, article, website and the already completed studies of other researchers.

After the data is collected, the writer takes some sample by using the purposive-snowball sampling, which means the writer selects some data which considered representative and able to give information until the data is redundancy. As stated by Guba (1982) cited in Sugiyono (2008)"if the purpose is to maximize information, then sampling is terminated when no information is

forth-coming from newly sample units; thus redundancy is the primary criterion". At first the number of this sample is small then it became bigger and it will stop until the data is not giving any new information. As strengthened by Licoln and Guba (1982) cited in Sugiyono (2008) "sample purposive is emergent sampling design, serial selection of sample units, continuous adjustment and selection to point of redundancy".

3.2.3 Data Analysis

"Data Analysis is a process of managing the data order, organizing them into a pattern, category and basic description unit" (Maelong 1995) cited in Saputra (2003). The statement explains that data analysis is the complex process that is very important after the data were collected.

The aim of data analysis is to get reasonable conclusions and generalization. Analyzing the data in a qualitative study involves synthesizing the information the researches obtain, from various sources into a coherent description of what s/he has observed or discovered.

After the writer gets the sample, the writer determines the findings based on the subtitling strategy and the error translation, and analyzes it. After the interpretations of the subtitling strategy, and the translation errors in film subtitling, the writer also tries to find out the possible causes of translation errors in film subtitling. The writer reports the findings in descriptive narrative form rather than a scientific form.

