

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 goals of the study and reviews the research stages of the study. The subject is also elaborated here in order to put forward the strength of the subject itself. Moreover, this chapter explains about the formulation of the problems, the data collection and data analysis. In addition, the clarification of the key terms is also provided in this chapter.

1.1 Research Method

The research method of this study is the qualitative methods. 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 attempts 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 views of participants, and conducted in a natural setting.

One aim of the qualitative researcher is to extract the meanings 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 events and actions take place.
5. Developing causal explanations.

In presenting the data, the researcher uses a descriptive method. As Gay L.R in Anggareni (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, and accurately describes or illustrates the fact, characteristics and relationship of the researched elements.

1.2 Research Subject

The subject of the study is the science fiction film “The Day After Tomorrow” directed by Roland Emmerich. It is about a global warming phenomenon where a climate shift happens. This phenomenon destroys the climate system of the earth. The polar cap melts into the sea, so it causes a rapid change in current temperatures. The global warming has pushed the planet over the edge and into a new ice age.

1.3 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 strengths and weaknesses of each subtitling strategy in subtitling “The Day After Tomorrow” film. This research is aimed to uncover the answers of the following questions:

1. What are the subtitling strategies used by the subtitler in subtitling the science fiction film “The Day After Tomorrow”?
2. What are the strengths and weaknesses of the strategies used in subtitling science fiction film?

1.4 Data Collection Technique

The main data of the research is taken from the original VCD of science fiction film “The Day After Tomorrow”. Movie script is taken from the film’s dialogues and the subtitle script is also taken from the original film.

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

1. Observing the original VCD of “The Day After Tomorrow”.

The researcher watched the original VCD of “The Day after Tomorrow” 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 Day After Tomorrow” and the script of English-Indonesian subtitle in the film.

In this step, the researcher reads and compares every dialogue in the original script of the film with the English-Indonesia subtitle to determine the subtitling strategies that is used by subtitler. It is also done to search out some subtitling mistakes and 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 required to accomplish the comprehensive research.

1.5 Data Analysis

Data analysis is the most complex and mysterious of all of the phases of a qualitative project, and the one that receives the least thoughtful discussion in the literature (<http://ebn.bmjournals.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 dialogue by dialogue. For example:

Well, Frank's been working with him since the Stone Age, but I've only had to endure two years of servitude.	Frank dari dulu, aku baru 2 tahun.
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2. The researcher then finds out the strategies used in each dialogue 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 dialogue, 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 strengths and weaknesses of the strategies used in subtitling this film.

1.6 Clarification of key terms

- Translation: The forcible replacement of the linguistics and cultural difference of the foreign text with a text that will be intelligible to the target language reader.
- Audiovisual translation (AVT): A term that is used to cover subtitling and dubbing as well as the wide variety of translational activity they entail, is undoubtedly one of the commonest forms of translation encountered in everyday life in contemporary societies.
- Subtitling: The process of providing synchronized captions for film and television dialogue (and more recently for live opera).
- Dubbing: A technique of covering the original voice in an audio-visual production by another voice.
- Strategy: The way to translate the dialogs or movie script to subtitles, it is also known as shifts, procedures or methods.
- Method: A way of doing something, especially a systematic way; implies an orderly logical arrangement (usually in steps).
- Technique: A well-defined procedure used to accomplish a specific activity or task.
- Motion Picture: A series of images that are projected onto a screen to create the illusion of motion.