

CHAPTER III

RESEARCH METHODOLOGY

This chapter provides the explanation of the research methodology that was applied in the research paper. The chapter consists of the research questions, the research design, the data sources, the data collection, and the data analysis.

3.1 Research Questions

Research questions are utterly required in conducting research. Hodkinson (2009) says that research itself is concerned with asking and answering relevant and researchable questions. The research answered the following questions:

1. What subtitling strategies are used in the movie *7 Hati 7 Cinta 7 Wanita*?
2. In what cases and what ways are subtitling strategies used in the movie *7 Hati 7 Cinta 7 Wanita*?

3.2 Research Design

The research was conducted systematically, methodologically, and ethically to answer the research questions or to solve problems and to increase knowledge. Neville (2007) says that basically research refers to a process of investigation which is systematic, methodological, and ethical to answer research questions and to increase knowledge. Rajasekar, Philominathan, and Chinnathambi (2013) support that research is to find solutions to scientific and social problems in order to search for new and useful information on a particular topic. In relation to that, the research analyzed subtitles of the selected movie to find the answers of the research questions as well as to contribute useful information to the subtitling literature.

Regarding the ethical issue, Hodkinson (2009) states that research has its own challenges with respect to ethical issues regarding the sensitivity of the object to be studied as well as the method to be used. Therefore, the topic and the

method that were used in the research were selected in respect of the relevancy and the ethical values. They had always been consulted with the supervisors.

Method is a systematic series of steps or procedure in research that is performed in order to complete a certain task or to reach a certain objective empirically (Camarinha-Matos, 2012). Rajasekar et al. (2013) add that research needs a particular method to describe phenomena. The method that was used to conduct the present research was a qualitative method. It involved an interpretive and naturalistic approach to analyze subtitles in their natural settings. Lincoln (2000) explains that research with qualitative method is conducted to study things in their natural settings (as cited in Ospina, 2004). Lincoln (2000) adds that qualitative research attempts to interpret or to make sense of phenomena in terms of the meanings people bring to them (as cited in Ospina, 2004).

Moriarty (2011) states that a qualitative method is a broad term that can be applied to a range of research disciplines, such as language research. There are no attempts made to manipulate the situation under qualitative research as is the case with experimental quantitative research (Hancock, 2002). Consequently, data manipulation and variables addition were not performed in the research.

The research dealt with interpretation of descriptive data. Aggarwal (2008) claims that research with descriptive data is focused on gathering information about particular conditions or situations and has the purpose of description and interpretation of them (as cited in Salaria, 2012). Therefore, the information about the use of subtitling strategies in the movie was gathered and interpreted in the research.

3.3 Data Sources

The data in the research were texts. Bryman and Burgess (2002) as well as Powell and Renner (2003) say that the data in qualitative research are primarily those in the form of texts. Patton and Cochran (2012) also state that qualitative

method in general generates words, rather than numbers, as the data for the analysis.

The texts as the primary data of the research were taken from the transcription of the dialogues (Bahasa Indonesia) and the subtitles (English) of the movie entitled *7 Hati 7 Cinta 7 Wanita*. The length of the movie is 1:36:38 (one hour, 36 minutes, and 38 seconds). This movie was released in 2010 under the production house of Anak Negeri Film. The movie was directed by Robby Ertanto. The subtitle was created by Andrea Lucman. The research was limited to analyzing the subtitling strategies that were used for Bahasa Indonesia dialogues of the movie so that monologues or another-language dialogues were not analyzed.

The movie tells about seven female characters with different backgrounds and problems who were unknowingly interconnected. The main character is Kartini, a 45-year-old gynecologist who found her sympathy toward her patients. Doctor Kartini's life dealt with her patients who had various stories that represented women's hardship and happiness.

Dr. Kartini's patients that were told in the movie were Ratna, Rara, Yanti, Lili, Ningsih, and Latri. Ratna was a pious woman who was pregnant for the first time after waiting for five years. She worked hardly for her family while her husband secretly had married another woman. Rara was a 14-year-old junior high school student who was Ratna's young sister. Rara was pregnant because of the intercourse with her boyfriend. However, she wanted to keep her baby. Yanti was a prostitute who suffered from cervical cancer. To know the fact, she tried to make her life better by leaving her current job. However, her PDA (Pimp-Drive-Assistant) who actually loved her always there to accompany and help her. Lili was a pregnant Chinese-Indonesian woman who was harassed sexually by her husband. Lastri was an obese woman who started her household happily. Ningsih was a pregnant woman who felt superior to her husband. Ningsih's husband was

happier with his household with Lastri. However, both Lastri and Ningsih did not know that they had the same husband.

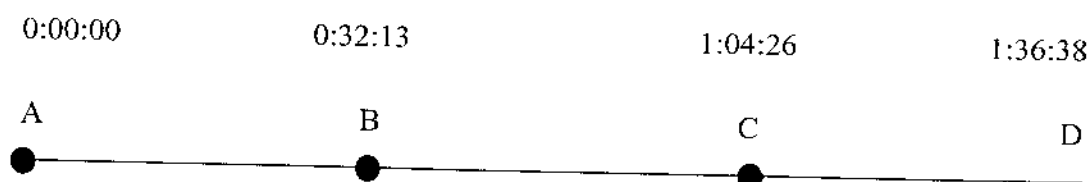
Kartini herself had a bad experience in her former relationship that made her afraid of commitment. Another conflict was shown when she felt challenged by a new young female doctor, Dr. Rohana, who was ambitious and youthful.

To analyze the primary data, to enrich information, and to develop idea in the research, relevant secondary data were collected from libraries and the Internet. The examples of secondary data are books, journal articles, and thesis that are in English.

3.4 Data Collection

The research used sampling method in collecting the data. Latham (2007) says that sampling method means to take “a representative selection of the population and using the data collected as research information” (p. 2).

Furthermore, there are two standard categories of sampling method, namely probability sampling method and non-probability sampling method (Latham, 2007). The research used non-probability sampling method as the data were not randomly sampled. Five hundred and twenty five pairs of dialogues-and-subtitles were selected by dividing the duration of the movie into three parts. The three parts represent the beginning, the middle, and the last part of the movie. Each part substitutes 175 pairs of dialogues-and-subtitles that were taken in chronological order. The sampling method is illustrated with the time-line below:



In detail, the steps of data collection of the research are as follows:

1. Watching the movie in order to comprehend the whole story of the movie;
2. Dividing the movie duration into three segments;
3. Converting spoken form of the dialogues in the first segment, second segment, and third segment (total 525 dialogues) into written form as well as retyping their subtitles;
4. Collecting secondary data—textbooks, dictionaries, journals—from library and the Internet for the literature review. The literature review was used as theoretical and methodological contributions to the research. This step may overlap the steps of the data analysis as needed.

3.5 Data Analysis

After the data were completely gathered, they were analyzed by several steps. By analyzing the primary data that were supported by the secondary data, the understanding of the theory was drawn. In this case, the main theory that was used to analyze the primary data was the theory of subtitling strategies by Gottlieb (1994).

Identifying and codifying the data were some steps in the data analysis. Hodinkson (2009) says that identifying and codifying data in qualitative research are important. Hodkinson (2009) who proposes the techniques says that codification is done in which relevant parts of the data are codified after they have been identified. Identification and codification in the analysis of the research are done within juxtaposition. The example is as follows in the following table.

Table 1

Example of Identification and Codification of Data

No	Dialogues	Subtitles	Strategy 1	Strategy 2	Strategy 3
1	Mana suster?	Please	Res1		
2	Sabar, Pak. Sabar, Pak.		Del1		
3	Dok, Nyonya Lili pendarahan, Dok.	Mrs. Lili. Internal bleeding.	Imi1	Con1	
4	Nyonya Lili?		Del2		
5	Tolong istri saya, Dokter.		Del3		

The codes are the short forms of the subtitling strategies names—*Exp* as expansion, *Par* as paraphrase, *Trf* as transfer, *Imi* as imitation, *Trc* as transcription, *Dis* as dislocation, *Con* as condensation, *Dec* as decimation, *Res* as resignation, and *Del* as deletion—added by a number that represents their chronological occurrence. Identification and codification were helpful to analyze the data efficiently while the results were being counted in their chronological order.

The detailed steps of data analysis of the research paper are as follows:

1. Juxtaposing the transcription of the dialogues and the subtitles of the movie;
2. Identifying and codifying the subtitling strategies of the subtitles according to Gottlieb's (1994) theory of subtitling strategies;
3. Calculating the total number and the percentage of every subtitling strategy occurrence with the following formula:

$$P = f/n \times 100\%$$

P= percentage of a subtitling strategy occurrence

f= frequency of a subtitling strategy occurrence

n= frequency of all subtitling strategies occurrence;

4. Presenting the results in tables and figures;

Omerovic, Tomazic, Milutinovic, and Milutinovic (2009) describe that all tables and figures in research should have captions that contain the information that are necessary to understand and interpret the tables or the figures.

5. Interpreting and presenting the findings;

In the discussions of the findings, raw data were not presented alone. Reinterpretation of the information as required in order to give the meanings. Hodkinson (2009) says that “sometimes researchers not only aim to describe what is happening, but also want to explain how it works and why it is that things work that way.” (p. 14).

6. Concluding the research and giving suggestions for further research.

Conclusions of the research are all gathered and presented in the last chapter. Suggestions are also provided for the academic community of subtitled studies. The suggestions inform what further research about subtitled should be conducted based on the experience in conducting the present research.

