CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the methodology of the research in details. It describes the research method that is used to achieve the goals of the study and reviews the research stages. The chapter divided into four sub chapters there are research questions, aims of the study, research method, research subject, the technique and instrument used in collecting the data, and the technique of analyzing the data.

1.1 Research Questions

The research problems are formulated in the questions

1. What types of vocative expressions are found in "Harry Potter and The Half-Blood Prince" movie?

2. What translation procedures that the translator applies in translating vocative expressions in Harry Potter and The Half-Blood Prince movie?

3. What is the most dominant translation procedure that the translator used in translating the vocative expressions?

1.2 The Aim of Study

1. To find out the types of vocative expressions that are found in "Harry Potter and The Half-Blood Prince" movie.

2. To find out the translation procedures that the translator applies in translating vocative expressions in "Harry Potter and The Half-Blood Prince" movie.

3. To find out the most dominant translation procedure that the translator used in translating vocative expressions.

3.3 Research Method

According to Khan (1990) "A descriptive method is used to explain, and classify something through various techniques, such as survey, interview, questionnaire, observation and test. He also says that "… descriptive method is concerned with the present and attempts to determine the status of the phenomenon under investigation. A qualitative approach is used in the study in which the data need to be analyzed and then interpreted in form of description.

Maxwell, (1996) states that "Qualitative writers typically study a relatively small number of individuals or situations and preserve the individuality of each of these in their analysis, rather than collecting data from large samples and aggregating the data across individuals or situations."

According to Bogdan and Taylor, "a qualitative approach is a research procedure that produces descriptive data in written or spoken text" (cited in Moleong, 1989). A qualitative approach is used in this research because the data needs to be analyzed and interpreted in form of description.

Thus, it can be said from the previous explanation that the research method applied in this study is a descriptive qualitative method. By this method the writer expected to be able to find out, to identify, to explain and to conclude the study. Considering the study would rely more on the result of the text analysis and interpretation in the form of data rather than in the form of number, the writer believes that the descriptive qualitative method is appropriate method applied in this research.

3.4 Research Subject

The object of this study is fantasy adventure movie entitled Harry Potter and the Half-blood Prince. This movie was produced by Warner Bross picture. The movie was released on july 15th, 2009. The movie was written by Steve Kloves and it was directed by David Yates, actually this movie is adapted from the book with the same title that written by one of the famous authors named Joanne Kathleen Rowling (J.K. Rowling). The movie was set in England. The movie is about a boy named Harry Potter who has an ability to do some magic. It also tells about Harry journeys along with his friends, Hermione and Ron to find a man named Voldemort, one of the famous dark wizards who killed Harry's parents. Harry really wants to make the wizarding world filled with peace. The writer found it is interesting to analyze the "Harry Potter and the Half-blood prince" movie because there are a lot of vocative expressions that are used in the movie script. .

3.5 Techniques of Collecting Data

The main data of this study is taken from the original DVD of "Harry Potter and the Half-blood Prince". The original movie script is taken from the website. (http://moviescript.com/HarryPotterandTheHalf-bloodPrince.html) and the subtitle scripts are also taken from the same sources. Some steps in collecting data were applied as follow:

1. Taking the original transcriptions from Harry Potter and the Half-blood Prince movie. The writer realizes that by transcripting the script it will make the next step in finishing the research getting easier.

2. Cross checking the movie script with the original movie subtitle. In this step, the writer checked the movie script that was taken from the internet and compared it with the subtitle in the movie. Both the English and Indonesian Versions. The writer chooses to compare the script because the writer wanted the script to be accurately analyzed.

3. Collecting the vocative expressions from the "Harry Potter and the Half-blood Prince" movie script. In this step, the writer found and collected the vocative expressions that the writer wanted to analyze in the next step.

4. Analyzing the usage of vocative expressions in the movie script. In this step, the writer analyzed and interpreted the data to find vocative expressions.

5. Describing the usage of vocative expressions in the movie script. In this step, the writer described the findings that the writer found from the previous steps.

6. Analyzing the usage of translation procedures. In this step, the writer analyzed and interpreted the data to find the translation procedures.

7. Describing the usage of translation procedure in the movie script. In this step, the writer described the findings on the translation procedures that are found in the previous steps.

8. Interpreting the analyzed data to draw a conclusion. This is the last step that the writer did in this paper; the writer draws a conclusion based on the finding and the analyzed data that the writer did in the previous steps.

3.6 Data Analyzing Technique

In analyzing the data, the writer employed some steps. The steps to analyze the data are presented as follows:

1. The writer organized the movie script and the subtitle text dialogue by dialogue

2. The writer then found out what vocative expressions used by the translator

3. After analyzing the vocative language, the writer collected the finding based on the type of vocative expressions and analyzed it.

4. Then, determining the percentage by presenting all numeric data as simple scaling for translation procedures by using this formula:

P = f/N x 100%

P = Percentage

F = Frequency of translation procedures

N = Overall number of vocative expressions

After determining the percentage, the most dominant procedures in each classification were found.

5. Finally, the writer then interpreted the analyzed data in the findings and in the discussion to make a report and to draw conclusions.