

CHAPTER THREE

RESEARCH METHODOLOGY

The preceding chapter has discussed theoretical foundations about translation, film-subtitle and dialogue to be applied in the analysis of the data. In compliance with the organization of the paper, the third chapter explores the methodology used in conducting this research. This chapter also consists of statement of the problem, aims of the research, research design and procedures of the research.

3.1 Statement of the Problem

This research attempts to answer the following questions:

1. What translation procedures are used by the translator in subtitling the dialogue of the movie?
2. Do the subtitles fulfill the criteria of a good translation?

3.2 Aims of the Research

The research aims:

1. To find out the translation procedures that are used by the translator in subtitling the dialogue of the movie.
2. To investigate whether the subtitles fulfill the criteria of a good translation.

3.3 Research Design and Procedure

In this research, a case study of textual analysis was used in analyzing and in exposing the obtained data, which is the sentences or smaller units in the dialogue of the movie “Pretty Woman”, with descriptive qualitative method as a method of analysis. As offered by Stake (1985), case study was carried out in “a small scale, a single case” (as cited in Emilia, 2008:191). In addition, Johnson (1992:76) says that “Case study is a unit of analysis that focuses on a single entity”. He further adds that the purpose of case study is to describe the case in its context.

Qualitative study has been considered appropriate in this study as this study is a text analysis (document analysis), one strategy of qualitative research as described by Frankael and Wallen (1993). In addition, qualitative research is a process of investigation, an understanding based on differences in traditions methodological research that explains the social or human problem (Creswell, 1998:15, as cited in Bajari, 2008). In this case, the problem is the use of translation procedures in the subtitles of the movie.

Additionally, descriptive method is used in this study because the result of this study has to be explained and described. As Fraenkel and Wallen (1993: 23) mention that descriptive method is a method that is used to explain, analyze, and classify something through various techniques.

Furthermore, to analyze the data in this research, some steps of procedures are conducted, as follows:

1. Watching the movie in order to comprehend the whole story of the movie through the script and subtitles.
2. Searching the original script of the movie from the internet.
3. Transcribing the subtitles (Indonesian version) of the movie.
4. Reading and comparing the original script (English version) with the subtitles (Indonesian version) of the movie.
5. Selecting 400 samples to be analyzed by using random sampling method.
As Fraenkel and Wallen (1993:97) state that “A recommended minimum number of subjects are 100 for a descriptive study”.
6. Juxtaposing the English and Indonesian version.

Source Language	Target Language
No matter what they say, it's all about money.	Apapun kata mereka, ini semua tentang uang.
Have you seen Edward?	Kau lihat Edward?

7. Analyzing and identifying the translation procedures found in the dialogue.

Source Language	Target Language	Procedures
What, you forget?	Apa, kau lupa?	Literal
But I wouldn't trust you with real gold.	Aku tidak percaya jika kau memegang emas sungguhan.	Reduction and expansion

8. Calculating total number and percentage of each procedure to find out the amount of each procedure based on the following formula:

$$P = \frac{F}{N} \times 100\%$$

P: number of percentages

F: frequency of translation procedures

N: number of whole dialogues/sample

9. Discussing the findings and drawing conclusion.

3.4 Synopsis

The main source of the data in this research was taken from the dialogue in the movie “Pretty Woman” which is written by J.F.Lawton and directed by Garry Marshall starred by two talented actors, Richard Gere and Julia Roberts. This movie tells about a relationship developing by a Hollywood prostitute named Vivian Ward (Julia Roberts) with a wealthy businessman named Edward Lewis (Richard Gere). It begins when Edward meets Vivian in Boulevard and asks her to stay all week for \$3000. An attraction develops between the two, and Edward finds it harder and harder to let the infectious, kind-hearted Vivian go (<http://www.imdb.com/title/tt0100405/synopsis>).

3.5 Conclusion of Chapter III

This chapter has presented the research methodology used in this study. It also has presented the research questions and the aims of the study. In addition, this chapter has discussed the research design and procedures in conducting this study.