CHAPTER III
RESEARCH METHODOLOGY

This chapter outlines the methodology of the research, which includes the research questions and research procedure (method of the research, data source, data collection and data analysis).

A. Research Questions

This research develops based on the following questions, i.e.:

1. What is the most frequent strategy used in translating subtitles of *Evan Almighty* film?

2. What are the translation errors and possible causes of translation errors that occur in translating subtitles of *Evan Almighty* film?

B. Research Procedure

1. Method of the Research

The method that used in order to complete the research is the descriptive method with qualitative approach to analyze the data. Qualitative research is a method of inquiry appropriated in many different academic disciplines, traditionally in the social sciences, but also in market research and further contexts. Bogdan and Biklen (in Sugiyono, 2006) states the characteristics of qualitative research as follows:

a. Qualitative research has the natural setting as the direct source of data and researcher is the key instrument

b. Qualitative research is descriptive. The data collected is in the form of words and pictures rather than number
c. Qualitative research is concerned with process rather than simply with outcomes or product
d. Qualitative research tend to analyze their data inductively
e. "Meaning" is of essential to the qualitative research.

One aim of the qualitative research is to extract the meanings of the phenomenon. According to Maxwell (1996), there are five purposes of qualitative research, i.e.:

a. Understanding the meaning of the participant in the research, the events, situations and action involved with and the accounts of their life and experiences
b. Understanding the particular context within which the participants act and the influence that this context has on their actions
c. Identifying unanticipated phenomenon and influence, and generating new grounded theories
d. Understanding the process by which events and actions take place
e. Developing causal explanation.

The researcher assumes that the qualitative research is appropriate to be applied in this research because the goal of this method is to describe the facts, characteristics and the relationship of the researched elements. In this case, subtitling strategies is the main research.

Furthermore, the steps of descriptive method are as follow, i.e.:

a. Identify the significant problems that can be solved with descriptive method

b. Regulate and formulate the problems clearly

c. Sort out the aims and benefits of the research

d. Do the library study according to the problems

e. Fix the research questions

f. Design the research methodology, from the method used, data source, data collection, up to data analysis.

g. Collect, organize, and analyze the data with a relevant statistical technique

h. Make a research report

2. **Data Source**

The data is taken from the original VCD of *Evan Almighty* film. Film script is searched from the internet (*Evan Almighty* film's website). The subtitle script is rewritten from the film itself. The researcher watched the film for several times and then writes it. The researcher transferred both of scripts into written text.

3. **Data Collection**

In terms of collecting data, firstly, the researcher observed the film several times to write down the film subtitles in Indonesian language. The second, the researcher got the film subtitles in English from internet (*Evan Almighty* film's website). The third, the researcher read and compared both of English subtitles and Indonesian subtitles of the film. The fourth, the researcher collected relevant theories from internet and library that related to the analysis. Finally, the researcher analyzed the data.

4. **Data Validity**

The data used in this analysis has been validated by a translator. The validator argued that the data is valid. It is appropriate to the researcher's analysis result. So, the research can be done.

5. **Data Analysis**

The aim of data analysis is getting reasonable conclusion and generalization. Analyzing the data in a qualitative study involves synthesizing the information that attained from various sources into a coherent description of what he has observed or discovered.

The researcher uses purposive-snowball sampling in this research. Sugiyono (2006, 95) explains that purposive-snowball sampling is a technique in determining the sample with a certain deliberation. The data used in this research will swell along the process of research until the data is adequate to do the analysis. Besides, the researcher uses the dialogues which are not translated correctly. Then, the researcher reports the findings in descriptive narrative.

In this research, the researcher employs several steps to analyze the data, as follows:

a. The researcher arranges the film script and subtitles text dialogue by dialogue

b. Then, the researcher finds out the strategies used in each dialogue on film script and its subtitles by using Gottlieb's subtitling strategies theories as follows:

1) Expansion
2) Paraphrase
5) Transcription
6) Dislocation
7) Condensation

3) Transfer
4) Imitation
8) Decimation
9) Deletion
10) Resignation

Besides, the researcher also finds out the translation errors that occurred in translating the film subtitles.

c. After analyzing the subtitling strategies of each dialogue, the researcher gathers the finding based on each strategy and counts the number of each strategy.

d. Then, the numeric data are counted by using a simple scaling for film subtitling strategy (Thorsten, 1992, in Miranty, 2004) in order to determine the percentage of each strategy. The formula is:

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

P = Percentage
F = Frequency of each subtitling strategy
N = Overall number of subtitling

e. After all data are gained, the researcher investigates the most frequent strategies in subtitling this film and the translation error and the possible causes of translation errors may occur in the film subtitling.

f. Finally, all of them are discussed to draw the conclusion.