CHAPTER III

RESEARCH METHODOLOGY

3.1 Formulation of the Problems

The writer formulates the problems into two questions which have been already mentioned in the first chapter. The first question is what types of slang are found in the "Airheads" film? And the second is what strategies are used by the translator to translate the English slang in the subtitle of "Airheads" film?

Hopefully those formulas will help the writer to accomplish the research.

3.2 Research Strategy

The research strategy is divided into three parts. The first part is research design; the second part is data collection; and the third part is data analysis.

3.2.1 Research Design

In this research, the writer employs a qualitative research design considering the characteristics of a case study. The qualitative research design deliberately gives up on the quantity in order to reach a depth in analysis of the object studied (http//:wikipedia.org/wiki/qualitative_method.htm). As explained by Wienrich (2007) that Qualitative research methodologies are designed to provide the researcher with the perspective of target audience members through immersion in a culture or situation and direct interaction with the people under study. Qualitative methods used in social marketing include observations, in-depth interviews and focus groups. These

methods are designed to help researchers understand the meanings people assign to social phenomena and to elucidate the mental processes underlying behaviors. Hypotheses are generated during data collection and analysis, and measurement tends to be subjective. In the qualitative paradigm, the researcher becomes the instrument of data collection, and results may vary greatly depending upon who conducts the research.

Weinrich (2007) also adds that the advantage of using qualitative methods is that they generate rich, detailed data that leave the participants' perspectives intact and provide a context for health behavior. The focus upon processes and "reasons why" differs from that of quantitative research, which addresses correlations between variables. A disadvantage is that data collection and analysis may be labor intensive and time-consuming. In addition, these methods are not yet totally accepted by the mainstream public health community and qualitative researchers may find their results challenged as invalid by those outside the field of social marketing.

In presenting the data, the writer employs a descriptive method. Gay L. R. (in Anggraeni, 2004:37) states that descriptive method is a method of research that involves collecting data in order to test hypothesis of to answer question concerning the current status of the subject of the research. The writer believes that descriptive method is appropriate for this research because the goal of the research is to systematically, factually, and accurately describe of illustrate the fact, characteristics, and relationship of the research elements.

3.2.2 Data Collection

In this research, the writer utilizes some techniques of data collection. They are as follow:

a. Original film of "Airheads"

The film is an interesting drama-comedy movie; this film is produced in 1999. The writer chooses the film because of its interesting story but the most important thing is that this film provides many slang words. The duration of the film is about 113 minutes, and this film also provides more dialogue than actions.

b. Movie Script

The movie script is taken from Airheads website. It consists of plays on words, correct spelling of dialogues, proper names, and the scenes. The writer also uses the English subtitle for the comparison. It could be downloaded from (www.opensubtitles.org) while the Indonesian subtitle is provided in the film.

c. Library Study

To acquire the relevant theories both in translation and subtitling as well as the supporting data, the writer conducts a library study. This enables the writer to gain various additional data such as journals, thesis, textbooks, articles and the other similar studies.

3.2.3 Data Analysis

To analyze the data, the writer employs eight steps. The first step is reading and comparing the original script of the film and the Indonesian subtitle script of "Airheads" film. In this step, the writer reads and compares every dialogue to determine the translation strategies which are employed by the translator.

The second step is arranging the movie script and subtitle text dialogue by dialogue. For example:

Get security on the second floor.	Panggil keamanan di lantai Dua
We've got a bogey in elevator one.	Ada pengganggu di lift satu

The third step is identifying the data. In this step, the writer identifies every sentence carefully.

The fourth step is classifying the slang found based on Willis' classification (1964: 195) which are: (1) slang words which are derived from, or give a new meaning to a standard word; and (2) slang words which are new creations or at least have only a vague connection with the established words.

The fifth step is classifying the slang found based on how it is developed. The classification is proposed by Feldman and Sourdot's classification (2008). The classification consists of: (1) Syntactic Procedures, (2) Lexical Procedures which are divided into: Semantic Procedures (Metaphor, Metonymy, Synonymy and Polysemy), and Formal Procedures (Lexical Composition, Derivation, Apocope, Apheresis, Doubling, Reversal, Assimilation, and Abbreviation)

The sixth step is classifying the sentences based on translation strategies category proposed by Henrik Gottlieb (2000), which are: (1) Expansion, (2) Paraphrase, (3) Transfer, (4) Imitation, (5) Transcription, (6) Dislocation, (7) Condensation, (8) Decimation, (9) Deletion, (10) Resignation.

The seventh step is gathering the finding based on each strategy and counting the number of each strategy.

The eighth step is calculating the numerical data by using a simple scaling for subtitling strategies (Thorsten, 1999:22) in order to determine the percentage of each strategy.

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

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

The final step is discussing the data to draw conclusion.