

CHAPTER III

RESEARCH METHOD

This chapter presents the research method. It focuses to the research method used in conducting this research. This chapter covers research design, data and data source, data collection method, technique of data verification, and data analysis.

A. Research Design

Before going to research design of this research, it is better to know what is meant by research design. Research design is decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study (Khotari, 2004:31). From the explanation, we can understand that research design is arrangement of condition or plan of activities that the researcher would like to do in conducting research to make the research possible.

It has been mentioned before that this research is designed to analyze subtitling strategies in a movie entitled *The Hobbit An Unexpected Journey*. Based on the purpose of the research, the research used qualitative approach and the types of the research is descriptive research. Qualitative approach is used because the research describes the finding by using words. The major purpose of descriptive research is description of the state of affairs as it exists at present. Descriptive research is chosen because the data gathered are described something exist at present and suited with the objectives of the research.

The technique of this research is content analysis because the researcher uses literary works and documents as the data source. Content-analysis consists of analysing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed (Khotari, 2006: 101). Content analysis used because the data source the researcher uses is kind of literary works. It is at a simple level when we pursue it on the basis of certain characteristics of the document or verbal materials that can be identified. That is why this kind of research technique is very suitable for this research.

B. Data and Data Source

1. Data

In this descriptive qualitative research, the data taken are kinds of subtitling strategy that is used to translate the dialogues in the movie entitled *The Hobbit an Unexpected Journey*. Moreover, the researcher also tries to find the influence of the subtitling strategy used toward the meaning of Indonesian subtitle in the movie. The data presented in the kind of description for each example taken from data found in the movie.

2. Data Source

In this research, the data source collected from transcript of the dialogue of *The Hobbit An Unexpected Journey* subtitle in English. The data are also collected from Indonesian subtitle of the movie. The movie itself is taken from licensed DVD that which is distributed in Indonesia, so that there is subtitle in Bahasa Indonesia too. In addition, the original transcript was

downloaded from a website, which is providing an English transcript of the movie. Moreover, to reduce the large amount of data, the researcher only took data from dialogues in which one of the three main characters, or more, appeared in the movie. The three main characters in the movie are Bilbo Baggins, Gandalf and Thorin Oakenshield.

C. Data Collection

Since the research is content analysis research, which is take data from literary works and considering the data source is Indonesian subtitle and original dialogue transcript. Khotari (2006: 101) stated that content analysis is one of method of data collection consists of analysing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed. While, according to Holsti in Moleong (2009), content analysis is any kind of technique, which is done to draw conclusion through effort to find message characteristic, and done objective and systematically. Based on those explanations, the researcher chooses to use checklist and note taking as data collection techniques in this research.

Furthermore, in collecting the data, the researcher uses some systematic steps that are explained as follows.

1. The researcher watches *The Hobbit An Unexpected Journey* movie to familiarizing with the movie.

2. The researcher prepares a table checklist for the original dialogues transcript, Indonesian subtitle and strategies used in *The Hobbit An Unexpected Journey* movie.
3. Fill the original dialogues from three main characters scene of *The Hobbit An Unexpected Journey* movie into the table prepared before.
4. Watch DVD of the *Hobbit An Unexpected Journey* movie and transcript the Indonesian subtitle.
5. Fill the Indonesia subtitle transcript in the column of the table.
6. Analyze the subtitling strategies used in the movie based on Gottlieb's theory reviewed before, by giving a certain checklist into subtitling strategies column in the table, to make the researcher easy to find some certain data. The researcher also gives the different kind of font (bold, italic or underline type) in which a certain strategy appears in the dialogue.
7. Categorized the data (both of original dialogue and Indonesian subtitle of the movie) based on the subtitling strategy used, in another table to answer the research question number 2.
8. Used Google translate to translate the original dialogue of the movie. Then, fill the translation result from Google translate into another column in the same table.
9. Compare the Indonesian subtitle in the movie with the translation result from Google translation to find the influence of subtitling strategy toward meaning of target language.

10. Make some note in the end of section about three aspects of good translation based on the comparison from Indonesian subtitle of the movie and translation from Google Translate.
11. Compared the result with the original text to find whether the meaning is conveyed properly or not in the Indonesian subtitle of the movie.

Note for the checklist used in the analysis:

T1	: Transfer	E6	: Expansion
P2	: Paraphrase	T7	: Transcription
I3	: Imitation	C8	: Condensation
D4	: Dislocation	D9	: Decimation
D5	: Deletion	R10	: Resignation

D. Credibility and Dependability

Credibility is term that is used in qualitative research to measure whether the data found are credible, valid or believable enough or not. While dependability is, something related to consistency of the research. In quantitative, those terms are called as validity and reliability. According to Cresswell (2014), credibility or qualitative validity is means that the researcher checks for the accuracy of the findings by employing certain procedures, while dependability or qualitative reliability indicates that the researcher's approach is consistent across different researchers and different projects. Furthermore, Cresswell explain some strategies to gain credibility and dependability in qualitative research. In this research, the researcher uses triangulation and peer debriefing strategy to gain credibility and dependability.

Triangulation is one of strategy to gain credibility and dependability of a research. According to Molelong (2009: 330), triangulation is a technique to check trustworthiness of data by using something outside the data to verify the data or to compare them. Triangulation is done by using different data sources of information, then examining evidence from the sources and using it to build a coherent justification for themes (Cresswell, 2014). Denzin in Moleong (2009) differ triangulation as a technique of checking data into four kind, they are triangulation in data source, methodology, theory, and investigator. Meanwhile, in this research, the researcher uses triangulation in theory to gain credibility and dependability by using more than one theory to analyze the data. The main theory use in this research is theory proposed by Gottfried. To make the data triangulated, the researcher provides and uses subtitling strategies theory proposed by Sugeng Hariyanto.

The next strategy to enhance accuracy of data in this research is peer debriefing. According to Cresswell (2014) process of peer debriefing, involves locating a person (a peer debriefer) who reviews and asks questions about the qualitative study so that the statement of data findings will resonate with people other than the researcher. In other word, the colleague with the same interested with the research will check whether the researcher interpretation was reasonable or not by involving interpretation beyond the researcher. In this research, the researcher asks two colleagues with the same interest to review and checking the data.

E. Method of Data Analysis and Interpretation

After obtaining all the data from data sources, the researcher analyzes and interprets all the data based on Miles and Hubberman (1994:10) that stated, data analysis in qualitative research consist of three activities, they are data reduction, data display and the last one is conclusion drawing and verification. Those activities in this research are explained as follows:

1. Data Reduction

The first stage in analyzing the data is reducing the data. These activities include focusing, simplifying, selecting and coding. Miles and Huberman stated (199:10) is refers to the process of selecting focusing, simplifying, abstracting and transforming the data that appear in written-up field notes or transcriptions. The data reduction/transforming process continues after fieldwork until a final report is completed. In this research, data reduction is done when the researcher makes limitation for the research. Since the dialog in the movie have a large of number data to be analyzed one by one, the researcher only focuses in some selected scenes in the movie that include one of three main characters or more.

2. Data Display

After reducing the data, the next stage is data display. Data display is done by organizing the data to make them easy to be analyzed and understood. Miles and Huberman stated that the displays include many types of graphics, matrices, charts and networks. In this research, the data display is done after reducing and selecting the data by entered selected

dialog into the column that has been prepared before. The column used to make the researcher easier to analyze the data. In the end, the data presented in this research are in the form of words to explain about the influences of subtitling strategies used in the movie toward meaning of the translation. Meanwhile, a table is added to give general overview about the subtitling strategies found in the movie.

Furthermore, the researcher analyzes the data and applies code in this stage. Codes may be named from actual words from the object or sample. However, it is also possible to create codes by the researcher herself. In this research, the researcher used combination of number for each datum and dialogue, and using a certain kind of checklist in the table analysis to make the researcher easily finds and distinguishes the data if it needed.

3. Conclusion Drawing and Verification

The last stage of the research is conclusion drawing and verifying the data. Conclusion drawing is done after all of the data was finished to be analyzed or interpreted. The conclusion is presented using brief explanation in the form of words. The next step is checking the validity of those data and conclusion draw. In this research, the strategies used to check the validity is done by using peer debriefing.