CHAPTER III

RESEARCH METHOD

This chapter presents the research method. It focuses the method used in conducting this study. The decision covers research design, object of the study, unit of analysis, data collecting method and data processing and analysis.

A. Research Design

This research used a descriptive qualitative method because the purpose of this study is to describe the phenomena of translation, especially the subtitling strategies which are used in short animation movies that have been translated by the students.

There are some reasons why the researcher uses descriptive qualitative method. First, the data are words, phrases, clauses, and sentences coming from the dialogue in the short animation movies. The data that have been gathered are described and suited with the aim of this study.

The method of this study involved several steps. The first step is finding the short animation movies from students of movie subtitling class. In the next step, the researcher will watch all of the short animation movies and then make the transcription of the SL and TL. After that, observed the translation strategies of religious terms used in each of the short animation movies. The last step is analyzing the suitable translation of the Indonesian utterances into English.

By using this research method, the researcher expected to be able to find out, identify, and explain the topic of this research. A library research is used by

going through some books, journals, articles, and other sources that are related with the topic in order to find out some theories.

B. Object of the Research

The object of this study is short animation movies that have been translated by by 6th semester students of English department students at IAIN Tulungagung in the academic year of 2017/2018. The duration of each short movies are around 3 – 7 minutes. The researcher will use the short animation movies with open-captioned subtitle by the students to be analyzed and match the English translation with the Indonesian utterances.

C. Data and Data Sources

The subject of analysis where the data found is called source of data. In this research, the researcher used primary data. The primary data are all the words, phrases and clauses of the dialog and their translation in the form of subtitle. The dialogue used in this research was taken from all the short animation movies. Focusing on the religious terms in the short movies, the researcher were also doing a background check for the English translation of the terms that mostly used in the English community.

D. Technique of data Collection

Technique of collecting data is a way to collect data of the research that suitable with variable of research. The data in this research was taken from the Indonesian utterances and the English subtitle in the short animation movies. The observation would be done by watching all the short animation movies and identifying the subtitling strategies used in the translation of the religious terms.

The division was not based on the type of data (phrase, clause, and sentence) but based on the subtitling strategy used.

E. Data Analysis

The first aim of this research are to describe the strategies used and which strategy that most frequently used by the students on their Indonesian-based short animation movies. In order for obtaining results, the data that have been collected are analyzed as follows:

1. Subtitling Strategies

1) The researcher put the Indonesian and English sentences in a table side by side, then analyze the strategy used. Here the data will be classified based on the strategies that have been proposed by Gottlieb. After the strategy were analyzed, then the researcher analyze whether the translation fits from SL to TL or not, the finding's explanation would be placed on description. The movies will be separated in different tables. This is the example of the data's table:

3.1 Table of Data Analysis

Data No.	Dialogue No.	Source Language (Indonesian)	Target Language (English)	Subtitling Strategy	Description
1	1	**Bulan puasa** sekarang…	**The month of fasting** is…	Transfer	The terms *bulan puasa* is translated…
2	2				
3	3				
Etc.					

2) After analyzing all the data, the researcher then classified and gathered the data based on each subtitling strategies (expansion, paraphrase, transfer,

imitation, transcription, dislocation, condensation, decimation, deletion, and resignation). Example on table below:

3.2 The List of Strategy Usage

No	Types of Subtitling Strategy	Data No.	Dialogue No.	Source Language (Indonesian)	Target Languag (English)	Description
1.	Transfer	1	1	**Bulan puasa**……	**The month of fasting** ….	The terms *bulan puasa* is translated completely ……
2						
3						
Etc						

3) After being classified, the data will be counted to know the frequency and the percentage of each subtitling strategies on each short animation movies. The data will be presented in the following table:

3.3 Table of Data Tabulation

	Transfer		Imitation		Expansion		Etc.
	frequency	%	frequency	%	frequency	%	
Movie 1							
Movie 2							
Movie 3							
Movie 4							
Etc.							

4) Gathering all the frequency and percentage of subtitling strategies used in all short animation movies and then list it from the highest to the lowest. Example on the table below:

3.4 Subtitling Strategies Used Score

Type of Strategy	Frequency	Percentage
Transfer		
Imitation		
Expansion		
Etc.		

5) Analyzing the strategies used by the translator in subtitling and the percentage of each strategy. And also make conclusion of the translation.

2. *Translation Accuracy*

Another goal of this research is to analyze the accuracy of the short animation movies' translation from Indonesian into English. To find the accuracy level of the translation, these are the following steps:

1) The researcher put the Indonesian and English sentences in a table side by side, then analyze the accuracy of each sentences. The movies will be analyzed separately in different tables.

3.5 Accuracy Rating Instrument

Dialogue No.	SUBTITLE		Frequency of Translation Accuracy		
	Indonesian	English	3	2	1
1					
2					
3					
Etc.					
Total Accuracy Score Level					
Percentage (%)					

Classification of the translation accuracy scores are:

a) **Score 3** : The translation is very accurate; the words, terms, phrases,

clauses and sentences from SL are translated accurately into the TL without any distortion.

b) **Score 2** : The translation is less accurate; most of the words, terms, phrases, clauses and sentences are translated accurately into TL, but there are still some distortion and ambiguity that ruin the original messages.

c) **Score 1** : The translation is inaccurate; the words, terms, phrases, clauses and sentences are inaccurately translated into TL.

2) Listing the short animation movies from the highest accuracy into the lowest in table below:

3.6 Translation Accuracy Scores

Short animation movie title	Very accurate		Less accurate		Inaccurate	
	Score	percentage	Score	percentage	Score	percentage
M1						
M2						
M3						
Etc.						