

CHAPTER III

RESEARCH METHOD

This chapter the researcher presents the methodology of the research, which includes research design, population, research instrument, collecting data method, data analysis, and triangulation.

A. Research Design

The researcher used descriptive quantitative approach since the purpose in this research was to measurement of quantity or amount. Khotari (2004: 2) said that descriptive research includes surveys and fact-finding enquiries of different kinds, and the main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. This study used descriptive because the researcher described the real data that were focused on kinds of subtitle strategies in The Martian movie.

In this research, the researcher used descriptive quantitative approach because the researcher counted the frequency of strategies that mostly occurred in subtitling The Martian movie. According to Khotari (2004: 3) descriptive quantitative approach is based on the measurement of quantity or amount. It is applicable to the phenomena that can be expressed in terms of quality.

The researcher used that the descriptive quantitative research because it appropriates to be applied in this research because the researcher counted the frequency of subtitle strategies and describes the kinds of subtitle strategies in The Martian movie.

B. Population and Sample

The population might contain living or non-living things. The entire lot of anything under study was called population. A population was called finite if it was possible to count its individuals, it may also called a countable population. Population of this research were all of the dialogue in The Martian movie. The total number of this population were 1271 sentences. So this population belonging to finite and this research did not take a sample.

C. Research Instrument

The instrument of this research was checklist. Checklist is a set of list about the strategy that used in making the subtitle. It was used to make it easier for researcher to analyze the data. There were 10 kinds of subtitle strategies on this checklist adopted from Gottlieb (1992: 166) to analyze the subtitle strategies. These are 10 kinds of subtitle strategies: 1) Expansion. 2) Paraphrase. 3) Transfer. 4) Imitation. 5) Transcription. 6) Dislocation. 7) Condensation. 8) Decimation. 9) Deletion. 10) Resignation.

The checklist filled by the researcher itself during the analysis of the data. By this checklist, the researcher would easily analyze the subtitle strategy.

D. Collecting Data Method

The data collected through the documentation. Documentation is the method used in scientific research in order to collect the data by using the document or evidence list, which is method that used to collect data based on

transcripts, book, magazine, symbols, and rules. The document which was used in this study were movie script and the transcription of the subtitles on The Martian movie. For collecting data, the researcher made a table to arrange the movie script and subtitle text, sentence by sentence.

E. Data Analysis

A data analysis is a process whereby researcher systematically searches and arranges the data in order to increase their understanding of the data and to enable them to present what they learned to others.

After the data had been collected, the researcher analyzed the data follows:

1. Watching the movie in order to comprehend the whole story of the film through the script and subtitle.
2. Transcribing the subtitle (Indonesian version) of the film.
3. Searching the original script of the movie from the internet.
4. Reading both the original and the Indonesian version.
5. The researcher arranging the movie script and subtitle text, sentence by sentence.
6. Identifying and classifying the sentences which belong to types of subtitle strategies of the dialogue using checklist. The subtitling strategies involved in this analysis are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.
7. Checking the dialogues in the dictionary and idiom dictionary.

8. After analyzing the subtitling strategy of each sentence, the researcher gathered the finding based on each strategy and counted the number of each strategy.
9. Counting the percentage if the purpose in this section was to know how the frequencies of each strategies.

The formula was shown below:

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

P: Percentage

F: Frequency of each subtitling strategy

N: Overall number of subtitling

10. Presenting the result of the calculation into tables as simple medium to interpret the findings.
11. Drawing the conclusion. The researcher proposed what types of subtitling strategy that most frequent occurred in the movie.