

CHAPTER 3

RESEARCH METHOD

Research method is a systemic work plan in order to make its main purpose easier to achieve. The method in this research was chosen by considering its appropriateness of the research object. This research method is arranged based on the problem analyzed and the objectives of the research. The research method in this study covers research design, unit of analysis, source of data, technique of data collection and technique of data analysis .

3.1 Research Design

According to Moleong (2003:3), “qualitative method is a research procedure that results in descriptive data, either in written or spoken.” Based on the theories above, the descriptive qualitative method is used in this research in explaining the analysis of *The Croods* movie .

3.2 Unit of Analysis

The unit of the analysis of this research focused on the utterance the croods of *The Croods* movie its translation by Erickjiwono. The researcher analyzed the subtitling strategies source language to target language. The source of this data is in English and the target of this data in Bahasa Indonesia as data to be analyzed.

3.3 Source of the Data

The data were subtitle on movie entitled *The Croods*. It is a prehistoric comedy adventure that follows the world’s first family as they decide on a journey of a lifetime when the cave that has always shielded them from danger is destroyed. Traveling across a spectacular landscape, *The Croods* discovers an incredible new world filled with fantastic creatures and their outlook is changed forever. *The Croods* was written and directed by Kirk DeMicco and Chris Sanders, and produced by Kristine Belson and Jane Hartwell. The film premiered at the 63rd Berlin Internatuonal Film Festival on February 15, 2013, and was released in the United States on March 22, 2013. As part of the distribution deal, the film is the first from DreamWorks Animation to be distributed by 20th Century Fox, since the end of their distribution deal with

Paramount Pictures. The data were 212 utterances by ordering focused only on The Croods utterances

3.4 Techniques of Data Collection

The data of this study were obtained by doing the following steps:

1. Searching the data *The Croods* movie on the internet.
2. Downloading the script of the source language of the movie to compare with the target language from the movie.
3. Identifying the subtitles that contain the subtitling strategies based on Gottlieb.
4. Classifying and grouping the target and the source languages of the movie containing subtitling strategies as the data.

3.5 Techniques of Data Analysis

After the data were collected, they were analyzed using the qualitative technique. The data analysis can be conducted as follows:

1. Classifying and categorizing the types of subtitling strategies based on 10 classifications proposed by Gottlieb (1992: 166)
2. Analyzing and grouping the data to the types of subtitling strategies.
3. Making conclusions according to the results.