

## **CHAPTER 3**

### **RESEARCH METHOD**

In this chapter, it discusses about research design, unit of analysis, source data, technique of data collection, and technique of data analysis.

#### **3.1 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 *New Girl Season 1 (Pilot)* movie.

#### **3.2 Unit of Analysis**

The unit of analysis of this research is every utterance which has one subtitling strategy classified into subtitling strategies by Gottlieb (1992) found in *New Girl Season 1 (Pilot)* movie subtitles. The Source Language is English, and the Target Language is Indonesian as the data to be analyzed.

#### **3.3 Source of Data**

The data of this research were taken from *New Girl Season 1 (Pilot)* movie. The data of this study are English Indonesian subtitles from the dialogue of original movie. The translated or subtitled version of the movie into Indonesian can be found in the internet by download.

#### **3.4 Technique of Data Collection**

This research used documentation method as the method to collecting the data. The techniques are:

1. Downloading the serial movie “New Girl Season 1 (Pilot)” in internet.
2. Watching the serial movie “New Girl Season 1 (Pilot)” several times to comprehend the whole story.
3. Downloading the script of the source language of the movie.

4. Note the target language of the movie that contains subtitling strategies as the data beside the source language script.

### **3.5 Technique of Data Analysis**

After the data were collected, they were analyzed using the qualitative technique. The data analysis was conducted:

1. Classifying and categorizing the types of subtitling strategies based on eleven classifications proposed by Gottlieb (1992).
2. Analyzing the types of subtitle strategies.
3. Drawing conclusions according to the result.