

CHAPTER 3

RESEARCH METHOD

Research method is an important chapter in this study to deliver the purpose easily. This research method presents about research design, unit of analysis, source of data, technique of data collection, technique of data analysis.

3.1 Research Design

Based on the problem analyzed, this research used a descriptive qualitative method because this study aims to describe the phenomena of translation. Moleong (2003:3) states that qualitative method is a research procedure that results in descriptive data, either in written or oral. As stated above, the researcher describes the subtitling strategies used in *Inside Out* the movie.

3.2 Unit of Analysis

The researcher focuses on every utterance which has subtitling strategy classified into subtitling strategies by Gottlieb (199: 166) in *Inside Out* movie subtitles. The Source Language is English, and the Target Language is Indonesian as the data to be analyzed.

3.3 Source of The Data

The data used in this research were taken from *Inside Out* movie. This movie is set in the mind of a young girl, Riley Andersen (Kaitlyn Dias), where five personified emotions—Joy (Amy Poehler), Sadness (Phyllis Smith), Fear (Bill Hader), Anger (Lewis Black), and Disgust (Mindy Kaling)—try to lead her through life as she moves with her parents (Diane Lane and Kyle MacLachlan) to a new city. The film was co-directed and co-written by Ronnie del Carmen and Produced by Jonas Rivera, with music composed by Michael Giacchino. The data collected 278 utterances by focusses on five characters in *Inside Out* movie. They are; Joy, Sadness, Anger, Disgust and Fear.

3.4 Technique of Data Collection

The data of this study were collected by using the following steps:

1. Downloading the *Inside Out* movie.
2. Downloading both English and Indonesian subtitle of the movie.
3. Watching the *Inside Out* movie several times to comprehend the whole stories.
4. Noting the target and the source languages of the movie that contain the subtitling strategies.

3.5 Technique of Data Analysis

After the data were collected, then the researcher used the strategies by Gottlieb and following steps to analyze:

1. Reading both Source Language and Target Language scripts of *Inside Out* movie.
2. Classifying the Subtitling Strategies used in the data.
3. Explaining and analyzing the Subtitling Strategies.
4. Drawing the conclusions from the analysis.