CHAPTER 3

RESEARCH METHOD

This chapter 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 subtitling strategies which are used in *Big Hero 6* movie.

3.2 Unit of Analysis

The unit of analysis of this research is any utterance having one subtitling strategy. The Source Language is English, and the Target Language is Indonesian.

3.3 Source of Data

The data of this research were taken from *Big Hero 6 movie* produced by Walt Disney Animation Studios and released by Walt Disney Pictures. Inspired by the Marvel comic superhero team of the same name directed by Don Hall and Chris Williams and released in 2014. The data of this study were English-Indonesian subtitles from the dialogues of the original movie.

3.4 Techniques of Data Collection

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

1. Watching the "Big Hero 6" movie several times.

2. Downloading the script of the source language of the movie from subscene.com.

3. Grouping every utterance of the movie that contains subtitling strategies as the data.

3.5 Techniques of Data Analysis

The method of data analysis can be stated as follows:

1. Analyzing every utterance of each data.

2. Classifying the types of subtitling strategies based on ten classifications proposed by Gottlieb (1992: 166).

3. Providing conclusions according to the results of the data analysis.