

CHAPTER III

RESEARCH METHOD

This chapter is aimed at presenting the methodology used by the researcher in the study. It covers research approach, data type, data sources, data collection, research instrument, trust worthiness and data analysis.

3.1 Research Design

A descriptive-qualitative approach was employed in this study in describing the data. This study was about identification of cultural expressions related to the use of translation techniques between Indonesian subtitle and English subtitle film. In other words, this study was accomplished by observing the film and its subtitle. The method analyzed deeper into the data and combines them to the theory to get the best research result. However, in the acquisition of qualitative research, quantitative data might present. It was because this study also employed a little bit number (quantitative analysis) to support the analysis of the data.

According to Vanderstoep (2009: 167), the researcher of qualitative study imposes the cultural, social, and personal identity on any interpretation of the research participant's experience. Qualitative study reveals things about the culture, history, and values that may not have thought about. Besides, qualitative research is descriptive. Description is essential for understanding. Therefore, the goal of qualitative research is to understand the view point of research

participant or research object (Vanderstoep, 2009: 167). In addition, qualitative research employs some methods, one of which is analysis some types of texts. There are broad definitions referring the term text. One of them is from film subtitle.

3.2 Source of The Data

In this study, the researcher collected data in the written texts form from subtitle of the *Frozen* 2013 movie. The unit of data analysis was in the form of words, phrases, clauses. The meaning equivalence was also measured in these units of data analysis. Moreover, the expressions which are repeatedly mentioned with same expression in the Target Language were only taken at one time. However, it was re-listed in the table of analysis when the expression is mentioned over and over with different expression in the Target Language.

The sources of the data is original DVD of *Frozen* (2013) movie. Furthermore, cultural words are determined as the data. Hence, as data source of this study was both the transcript and the subtitle.

3.3 Technique of Data Collection

For this research, the data, both English and Indonesian subtitles of the movie were downloaded from subscene.com. Later, the data were analyzed to find the cultural words and collected into a table. Only the data that supports the research formulation were taken to be analyzed which is the data that contains culturally-specific items or cultural expression. Every cultural expression was

classified in the table of analysis. The data classification and data encoding were arranged according to Newmark (1988).

3.4 Technique of Data Analysis

The process of data analysis carried of six steps which were described as follows.

1. Collecting

Wiersma states that data analysis begins soon after data collection begins, because the researcher checks on working hypotheses, unanticipated results, and the like (Wiersma, 1995: 216). In this study, the both English and Indonesian language data was taken from the subtitle which downloaded from subscene.com. The researcher only collected the data which concern with cultural words.

2. Categorizing

After the researcher collected and got the raw data, the next step was to categorize the raw data. This is the one which used the table of analysis as presented in sub chapter of data collection.

3. Classifying

The next step was classifying the data. The researcher classified the data into relevant categories provided. Classification was the most difficult step to do as this required a good and deep understanding on the theories employed. The words and phrases found as the data were classified into categories that employ the theories of cultural expressions,

translation techniques of foreignization and domestication, and meaning equivalence. Similar data was classified as one datum in table analysis. It means that no datum is repeated.

4. Analyzing

In this step, the data were counted one by one according to the categorization system in order to get the fixed number (percentage) of each phenomenon in the tables. It can be shown as the table below:

No.	Time	Source Language (English)	Target Language (Indonesia)	Cultural Words	Translation Techiques
1.	00:01:52.54	Born of cold and winter air	Terlahir dalam udara musim dingin nan beku	Ecology	Modulation
2.	00:01:59.88	This icy force both foul and fair	Kekuatan membekukan ini begitu besar.	Gestures and habits: activity	Literal translation

At the end of this step, all percentages of the existence of each type could be seen. Having this, the answers for the formulated problems of this research could be got. Those fixed numbers and percentages became the findings of this research.

5. Discussing

The researcher would make discussion and draw conclusion. The researcher discussion not only relates to the findings to some employed

theories, the researcher also explained and elaborated why and how the findings could be so. In addition, this kind of discussion was also conducted to the whole findings of the table in the form of explanation and elaboration.

6. Reporting

The last step to finish was to report the findings and the discussions of the findings. In writing the report of the research, the researcher also added some points of conclusion as well as some points of suggestion.