

CHAPTER III RESEARCH METHOD

This chapter presents how the researcher collected and analyzed the data. Research method consists of research design, object of the research, unit of analysis, technique of data collection, and technique of data analysis.

3.1 Research Design

This research used a descriptive qualitative method to identify and analyze translation techniques in translating Moana's Utterances in Moana movie. Marshall and Rossman in Meivita Ika (2012) "Qualitative data analysis is a research for general statements about relationship among categories of data. This research was carried out by formulating the problem, collecting data, classifying data, analyzing data, and drawing the conclusion and some suggestion.

3.2 Unit of Analysis

The unit of analysis of this research is every utterance of Moana found in *Moana* movie. The source language is English and the target language is Indonesian.

3.3 Source of Data

The data of this research were taken from The Subtitle Text of Moana movie. The movie was released on November 23, 2016. The movie was directed and written by Ron Clements and John Musker. Moana movie is animation, adventure, comedy movie American 2016 animated 3D musical fantasy adventure film produced by Walt Disney Animation Studios.

The English subtitle script used in the research was downloaded from <https://subscene.com/subtitles/moana/english/1508453> and <https://subscene.com/subtitles/moana/indonesian/1505490>. The subtitle was chosen because that was synchronized to Blu-ray rip version.

3.4 Technique of Data Collection

The researcher collected the data by using the following steps:

1. Finding the data.

The researcher found the data Moana movie in download. The english subtitle was downloaded from <https://subscene.com/subtitles/moana/english/1508453> and indonesian subtitle was downloaded <https://subscene.com/subtitles/moana/indonesian/1505490> to comprehend with the Indonesian subtitle from the movie.

2. Watching Moana movie

This This step aimed to understand the content or message that was delivered from the movie so it was easier for the researcher to select the subtitle that contains translation technique.

Selecting the data from Moana’s utterances which were the translation technique found in subtitles.

3.5 Technique of Data Analysis

After the data were collected, the researcher continued to analyze the data used the following steps:

1. Identifying the translation”techniques of the data. Identifying in this research means searching for and collecting the data of Moana’s utterances that found in the subtitle text of Moana Movie, for example:

Tabel 3.1 Example of identifying the translation techniques

Source Language	Target Language
Not the fronds.	Bukan masalah daunnya.
And Te Fiti shared it with the world.	Dan Te Fiti membaginya dengan dunia.
Moana attitude while protecting a little turtle from a crow.	Pergi, pergi!

2. Classifying the types of translation techniques in every Moana's utterances based on Molina and Albir's theory (2002:509), for example:

Tabel 3.2 *Classifying the types of translation techniques*

Source Language	Target Language	Translation Technique
Not the fronds.	Bukan masalah daunnya.	Amplification
And Te Fiti shared it with the world.	Dan Te Fiti membaginya dengan dunia.	Borrowing
Moana attitude while protecting a little turtle from a crow.	Pergi, pergi!	Substitution

3. Analyzing the translation technique that has been identifying and classifying, for example as follows :

The first utterance is not the fronds in the source language was translated into bukan masalah daunnya in the target language using the amplification technique. The word masalah daunnya refers to the leaking roof of the house. The translator adds the word masalah because in the context of the movie, Moana is climbing up to fix a leaky roof and after Moana finished repaired the roof he comes down and says not the fronds, and then Wind shifted the post. The word the fronds was translated into masalah daunnya by translator, with the aim to simplify and clarify information without altering the message of the word.

The second utterance is and Te Fiti shared it with the world in the source language was translated into dan Te Fiti membaginya dengan dunia in the target language using the borrowing technique. The word Te Fiti was left un-translated because Te Fiti is the name of Goddess at the story in the movie. The translator use of pure borrowing because borrowing intact without making any changes. The word Te Fiti is still used in the target language because it has no equivalent

in the Indonesian language. In the movie, Te Fiti described as a goddess of life and fertility lying in the middle of the South Pacific Sea.

The third is Moana attitude while protecting a little turtle from a crow in the source language was translated into *pergi, pergi!* in the target language using the substitution technique. In the movie, Moana attitude while protecting a little turtle from a crow. In the context of the movie, Moana is saving a small turtle that will walk across from the shore to the sea. The translators interpret Moana attitude while protecting a little turtle from a crow becomes *pergi, pergi!* , because the message can be delivered to the audience and in accordance with the target language.

According to Gottlieb in Naomi Ventria (2009), states that subtitles are displayed in the bottom of screen and in the middle position, the first line consists of 40 characters and the second line is shorter than the first one, including space and punctuation. For one line, the minimum duration is 3 second and the maximum duration is 5 seconds. While, for two lines the duration is 7 second and the maximum duration is 8 seconds.

4. Drawing the conclusion according to the result as the last step of the research.