

CHAPTER III

METHODOLOGY

This chapter draws research method, data and source of data, object of the study, data collecting procedure, and data analysis technique.

3.1 Research Method

This study uses a descriptive analytical method largely qualitative in purpose to investigate text in subtitle script of the movie. Descriptive research is a type of research that provides an overview or description in state as clearly as possible without any treatment of the object studied (Kountur, 2004:14). Furthermore, a descriptive analytical study tries to discover answers to the questions who, what, when, where, and how (Cooper and Schindler, 2008:15). Therefore, the results are description of the answer from two research questions in this study. They are categories of wordplay and translation strategies of wordplay.

3.2 Data and Source of the Data

The data in this study concerns with words and phrases that indicate wordplay of humor in the source of data; original script and Indonesian subtitle of *The SpongeBob SquarePants* movie.

3.3 Data Collecting Procedure

The following procedures were used to collect the data:

1. Choosing the movie.
2. Finding the original script of *The SpongeBob SquarePants* movie.
3. Watching *The SpongeBob SquarePants* movie.
4. Identifying wordplay in *The SpongeBob SquarePants* movie's script.

3.4 Data Analysis Technique

From the data that had been collected by using procedure above, it will be continued to next steps below:

1. Categorizing the wordplay found in *The SpongeBob SquarePants* movie's script into table analysis by employing Delabastita, Leppihalme, and Nash's Theory.

No	ST	Typology of Wordplay						COM
		homon ymy	homop hony	Homo graphy	paron ymy	intertex tual	portme nteaux	ENT
1.								
2.								

2. Categorizing the strategy in translating wordplay in in *The SpongeBob*

SquarPants movie's script by employing Delabastita's Theory.

No.	ST	TT	STRATEGIES OF WORDPLAY							COM ENT
			Pun to Pun	Pun to Non- Pun	Pun to related rhetorical devices	Pun To Zero	Pun ST = Pun TT	Non- Pun To Pun	Zero To Pun	
1.										
2.										

3. Analyzing the translation of wordplay in *The SpongeBob SquarePants*

movie's script.

4. Drawing conclusion.