

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

The writer utilized descriptive analytical study as the method to conduct this study with content analysis as the approach. As stated by Creswell (2009), descriptive analytical study is a method in which the facts are described and followed by analysis. Problem solving is done by gathering, classifying, analysing and interpreting the data.

3.2 Data and Data Source

The source of data in this study are the subtitling scripts of movies in different genres: *The Expendables 3* (action), *Neighbors* (comedy), and *The Fault in Our Stars* (romance), both in English and Bahasa Indonesia. The data comprises 90-minute-English and 90-minute-Indonesian subtitles in the form of word, phrases, clauses and sentences (180 minutes altogether) selected from the second 30 minutes of each movie (begin at 00:30:00 and conclude at 01:00:00) for the purpose of randomization. The unit of analysis in this study is considered as a frame, which is a word or a

stretch of words in the form of subtitle which appears together for a length of time on screen and disappears together before another frame appears.

3.3 Data Collection Procedure

In order to obtain the required information, the writer followed a five-step procedure for each genre as follows:

Action

1. Watching *The Expendables 3*.
2. Selecting the appropriate subtitling script of *The Expendables 3*, both in English and Bahasa Indonesia.
3. Verifying the subtitling script of *The Expendables 3*.
4. Reading the subtitling script of *The Expendables 3* in the second 30 minutes.
5. Identifying the words, phrases, clauses and sentences in *The Expendables 3* which are indicated using Gottlieb's strategies.

Comedy

1. Watching *Neighbors*.
2. Selecting the appropriate subtitling script of *Neighbors*, both in English and Bahasa Indonesia.
3. Verifying the subtitling script of *Neighbors*.
4. Reading the subtitling script of *Neighbors* in the second 30 minutes.

5. Identifying the words, phrases, clauses and sentences in *Neighbors* which are indicated using Gottlieb's strategies.

Romance

1. Watching *The Fault in Our Stars*.
2. Selecting the appropriate subtitling script of *The Fault in Our Stars*, both in English and Bahasa Indonesia.
3. Verifying the subtitling script of *The Fault in Our Stars*.
4. Reading the subtitling script of *The Fault in Our Stars* in the second 30 minutes.
5. Identifying the words, phrases, clauses and sentences in *The Fault in Our Stars* which are indicated using Gottlieb's strategies.

3.4 Data Analysis Procedure

To conduct the study, the writer utilized the data analysis procedures as follow:

1. Classifying the frames in the form of word, phrases, clauses and sentences in each movie which are identified using the strategies into the table of analysis based on Gottlieb's strategies below.

TABLE OF ANALYSIS: Subtitles and the Strategies Utilized in the Translation												
No.	Source Language	Target Language	Subtitling Strategies									
			Transfer	Imitation	Transcription	Deletion	Expansion	Paraphrase	Dislocation	Condensation	Decimation	Resignation

2. Analyzing the words, phrases, clauses and sentences classified in the table.
3. Presenting a descriptive table for the movies under study, which specified the frequency and percentage of the ten subtitling strategies based on the abovementioned model.
4. Analyzing the translated frames in the form of words, phrases, clauses, and sentences in each movie to discover the characteristics of subtitling strategies in *The Expendables 3*, *Neighbours*, *The Fault in Our Stars*.
5. Drawing conclusion based on the result.