

CHAPTER III

METHODOLOGY OF RESEARCH

A. Research Method

This research's need is to examine the processes of a whole data from a text of Green Book subtitle. Because of that the researcher chooses the qualitative approach since its focuses is on describing and understanding a phenomenon. That statement was supported by Denzin and Lincoln (1994), which assumed that qualitative research focuses on interpretation of phenomena in their natural settings to make sense in terms of the meanings people bring to these settings. Qualitative research involves collecting information about personal experiences, introspection, life story, interviews, observations, historical, interactions and visual text which is significant moments and meaningful in peoples' lives which in this case is a visual text.¹

In addition, Bogdan and Biklen explain that a qualitative method has the natural setting as the direct source of data and the researcher has a role as the key instrument. It means that a researcher has an authority

¹ Denzin, N. K. and Lincoln, Y. S, *Handbook of Qualitative Research* (Michigan: Sage Publication, 1994).

in elaborating what has been found in the source and applying the appropriate theory to answer the research question

Furthermore, in conducting this research, the researcher used descriptive qualitative method to answer the questions about the translation strategies found in the subtitle to gain a complete understanding in doing the analysis. The type of the research was categorized as descriptive qualitative research since it emphasized on the phenomenon of the use of language in its context by interpreting the data. According to Wiersma (1995:12), descriptive qualitative research is defined as research that describes phenomenon in the form of words instead of numbers or measures. Bogdan and Biklen (1982:28) state that in the qualitative research, the data are collected in the form of words or pictures rather than numbers and the researcher should analyze them with all their richness as closely as possible to the form in which they are recorded or transcribed. For the data preparation consisted of three parts. The first is explaining the object of the research, data and source of data. The second is deciding the research instrument. The third is explaining the techniques of data collection. It is used because the result of this research has to be described clearly after the classification and analysis process.² As Fraenkel and Wallen said that descriptive approach is an approach

² Denzin, N. K. and Lincoln, Y. S, *Handbook of Qualitative Research* (Michigan: Sage Publication, 1994).

that is used to explain, analyze, and classify something through various techniques.³

B. Place and Time of Reserch

a. Place

The research is conducted by through to gather data through the watch and read the script on Green Book at home

b. Time

The research has been started from April 2020 at English Education Department, Tarbiyah and Teaching Faculty. Sultan Maulana Hasanuddin State Islamic University Banten that supported the theory needed by the writer.

C. Instrument

The writer hisself as the main subject of the research instrument by reading and understanding the references which support this research. An instrument is documentation which is developed for research by adopting analysis. As Glaser and Strauss (1967) called attention to the usefulness of documents for theory building-a process that ‘begs for comparative analysis (with the library offering) a fantastic range of comparison groups, if only the researcher has the ingenuity to discover them’.

³ Fraenkel, J. R. and Norman E. W, *How to Design and Evaluate Researcher in Education* (New York: Mc Graw-Hill,Inc, 1993).

In addition used also in research to find the historical evidence , the legal basis , and regulations ever apply. Moreover, according to Ostrower F, quoted by J Patrick William “Non participant observation is a relatively unobtrusive qualitative research strategy for gathering primary data about some aspect of the social world without interacting directly with its participants.” Therefore, because of this research interacting indirectly to participant, the writer uses nonparticipant observation as the instrument of research.

D. Method of Colecting Data

According to John Lofland and Lofland Lyn “Primary data sources in the qualitative research are words and action, additional data is interview and document.”⁴ Because this research does not require an interview as explained above, so the writer only needs the document analysis which is using as collecting the data. The following is the method of data collection

- 1) Selecting, watching and observing the Green Book movie.
- 2) Taking note and mark anything that is related to kind of strategies of translation.
- 3) Describing the strategies translation data and give the reason why it can be apart of that strategies
- 4) Classifying the data which kind strategies translation

⁴ Lofland, John & Lyn H. Lofland, *Analyzing Social Setings: A Guide to Qualitative Observation and Analysis*, Belmont, Cal.: Wads worth Publishing Company, 1984.

E. Method of Data Analysis

To analyze a whole subtitle data from the Green Book film, research procedure is needed to make systematic steps of doing the research. And the techniques of collecting data are done through the following steps:

1. Identifying and classifying the translation procedures according to their types which are proposed by Gottlieb. The process of the translation procedures which involved in this analysis are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation;

English Subtitle	Indonesian Subtitle	Translation Strategies
How you doing?	<i>Bagaimana kabarmu?</i>	Condensation
I'm good, man.	<i>Baik</i>	Decimation
Yes, you are.	<i>Ya, tentu.</i>	Paraphrase

2. Calculating the total number and percentage of each subtitle strategies. In the calculation, the researcher employed percentage technique as describe below;

$$P = \frac{f}{n} \times 100 \%$$

P: Percentage of each type of subtitle strategies

F: Frequency of each type of subtitle strategies

N: Total number of whole utterances

3. Presenting the results of the calculation into tables and diagrams to interpret the findings;
4. Describing and interpreting the findings of the analysis from tables and diagram presentation; and
5. Drawing some conclusions based on the findings