CHAPTER III
RESEARCH METHODOLOGY

This chapter presents and discusses the methodology used in conducting this research. It covers research design, research object, research instrument, data collection and data analysis. Each point is discussed below.

3.1 Research Design

There are several definitions of research design proposed by scholars. As stated by Creswell (2009), research design is defined as a procedure or strategy that used while conducting a research that will reach out the board assumption of collecting data and the analysis to the detailed methods. Moreover, Ary et al. (2010) state that research design is a plan prepared by the researcher in order to gain more understanding related to some phenomena in its context. To sum up, it is clear that research design is a plan or procedure used by the researcher to arrive at the acceptable answer of the research problem. Additionally, there are three types of research design proposed by Creswell (2008), namely: qualitative, quantitative, mixed-methods.

In accordance with the previous theory, the research design used in this research is descriptive qualitative research. According to Mason & Bramble (2000), qualitative research used to describe situation, events, or phenomena that already happen. Moreover, Fraenkel, Wallen, & Hyun (2006) propose that descriptive method is a method used in order to analyze, classify and explain certain phenomenon through various techniques, survey, interview, questionnaire and test. In short, this kind of research can be defined as a type of research that purposed to
gain a full understanding to phenomenon happened or is being done by focusing on the detailed description in a form of words rather than number or statistical data.

This type of research design is chosen because this present study required a concrete evidence of the strategy used for translating Disney movies soundtracks and the quality of the translation version in terms of accuracy and acceptability. This type of research design is suitable for the research because this research focuses on finding and describing the information related to the phenomenon as much as possible through description of words. Accordingly, it is considered accurate too use qualitative research design in order to gain the data related to this present study.

3.2 Research Object

Object of the research refers to the subject from which the data can be obtained (Arikunto, 1998). The object of this research is taken from three different soundtracks from different title of Disney animation movies. The data are all song lyrics of song, they are: ‘How Far I’ll Go’ from the movie entitled Moana (2016), ‘Try Everything’ taken from the movie Zootopia (2016), and ‘For the First Time in Forever’ from the movie Frozen (2014) along with their translation. The source lyrics are taken from the script or dialogue of the movie while the target lyrics are taken from the subtitles of the movie. The subtitles used in this research is retrieved from free-website www.subsceene.com. Since there are many subtitles provided in the site, the researcher only took subtitles that are translated by translator that go under the name Lebah Ganteng. These songs were chosen under the consideration of the rhyme that used in the source language lyrics and each song mentioned
previously is considered as hit song that took place in Billboard Hot 100, one of the prestigious music chart in America (Sanders, 2017).

In addition to the use of the document as the objective data, this research also implicates informants as other sources for the data analysis that will be used as benchmark to gain the findings. The informants are the raters that will be assessing the quality of the song translation in terms of accuracy and acceptability through questionnaire given. In order to collect data from the raters, the researcher distributed questionnaire related to the research data. This research exerted three raters that possess the criteria that qualify with the objective of the research. The criteria for the raters in this research are: 1) Mastering Bahasa Indonesia and English, 2) Having a good competency and experience as translator, 3) having adequate knowledge related to translation, lastly 4) willing to take part in this research.

3.3 Research Instrument

The crucial component in order to make the research can be conducted clearly is the instrument of the research. Research instrument is defined as a systematic and standardized tool for data collection (Tran, 2009). Ary et al. (2010) claimed that choosing a suitable measuring instrument in conducting a research has a crucial impact to the success of the research. Furthermore, Ary et al. (2010) also propose that there are instruments that can be used in collecting the data that commonly used in the qualitative research design; they are (1) observation, (2) interview guide, (3) questionnaire, and (4) content or document. Amid the four instruments, this research employed two kinds of the instruments in collecting the
data, which are document analysis and questionnaire. Each point will be elaborated below.

a. Document

According to Ary (2010), content or document refers as a wide range of written, physical, and visual materials that applied by the researcher to gain understanding of the phenomenon under study. The materials that analyzed can be in a form of textbooks, speeches, television programs, newspaper, advertisements, musical compositions, web pages, transcript, or non-written record such as photographs, videotapes, computer files, and audiotapes. Furthermore, the document used in this research is the transcript of the song lyric in SL and its translation in a form of subtitle. There are three songs analyzed in this research, they are ‘How Far I’ll Go’ (2016), ‘Try Everything’ (2016), and ‘For the First Time in Forever’ (2014).

b. Questionnaire

Questionnaire is an instrument in which the respondents provide written responses to questions or mark items that indicate their responses (Ary et al., 2010). The researcher distributed the questionnaires related to the research data. This research exerted three raters that possess the criteria that qualify with the objective of the research. Additionally, Creswell (2012) proposes that there are three types of questionnaire, namely (1) close-ended questionnaire, (2) open-ended questionnaire and (3) semi-closed ended questionnaire. In this present study, the researcher chose two types of questionnaire, that are closed-ended and open-ended questionnaire. The closed-ended questionnaire is used to assess the translation’s quality in terms
of accuracy and acceptability based on the score or criteria provided or can be called as within Likert Scale. Meanwhile, the open-ended questionnaire is in the form of the rater’s notes or comments that can be added in columns that are provided. Later, the questionnaire containing scale for assessing the quality is distributed to the raters.

3.4 Data Collection

Data collection is the method used in collecting the data in order to determine the result of the research (Ary et al., 2010). The researcher carried out the following steps in collecting data:

1. Document Analysis

   In order to carry the content analysis, the researcher followed the following steps:

   a) Watching the three Disney movies, they are Moana (2016), Zootopia (2016), and Frozen (2014).

   b) Selecting the soundtracks from the three selected movies.

   c) Reading the original transcript of the lyrics from the movies and their Indonesian subtitle.

   d) Comparing both the original script of the song lyrics in the movie and their translation in a form of subtitle.

   e) Selecting the data from the SL lyrics and the translation versions.

2. Questionnaire

   In this research, the researcher used the format of scales questionnaire. The lyrics both in the SL and in TL are written and the scale is provided in order to
assess the translation quality in terms of its accuracy and acceptability. The scales used is stated below.

**Table 3.1** The Scales for Assessing the Accuracy of The Translation (Nababan et al., 2010)

<table>
<thead>
<tr>
<th>Category</th>
<th>Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td>3</td>
<td>Accurate if the meaning of words, technical terms, phrases, clauses and sentences from source language accurately transferred into the target language, absolutely no meaning distortion.</td>
</tr>
<tr>
<td>Less Accurate</td>
<td>2</td>
<td>Less accurate if most of the meaning of words, technical terms, phrases, clauses and sentences from source language have been accurately transferred into the target language. However, there are still distortion of meaning or double-meaning translation (ambiguous) or eliminated meaning, that interfere with the integrity of the message.</td>
</tr>
<tr>
<td>Inaccurate</td>
<td>1</td>
<td>Inaccurate if the meaning of words, technical terms, phrases, clauses and sentences from source language are not accurately transferred to the target language or deliberately omitted.</td>
</tr>
</tbody>
</table>

**Table 3.2** The Scales for Assessing the Acceptability of the Translation (Nababan et al., 2010)

<table>
<thead>
<tr>
<th>Category</th>
<th>Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable</td>
<td>3</td>
<td>Acceptable means that the translation sounds natural. It almost does not feel like translation product. Technical terms, phrases, clauses, and sentences are in accordance with the rules of Bahasa Indonesia.</td>
</tr>
<tr>
<td>Less Acceptable</td>
<td>2</td>
<td>Less acceptable means that the translation already sounds natural in general, however there are some displeasing technical terms and grammatical error.</td>
</tr>
<tr>
<td>Unacceptable</td>
<td>1</td>
<td>Unacceptable means that the translation sounds not natural, it sounds like a translation product. Technical terms, phrases, clauses, sentences are not in accordance with the rules of Bahasa Indonesia.</td>
</tr>
</tbody>
</table>
In this part of the research, the researcher carried out the following steps in collecting data:

a) Selecting the raters that is suitable for assessing the quality of the song lyrics translation in terms of accuracy and acceptability.

b) Delivering the questionnaire to the raters so that the quality of the lyrics translation can be assessed using the provided criteria. The questionnaire for the rates is stated below.

Table 3.3. The questionnaire used by raters in assessing the translation’s quality of Disney movies soundtracks

<table>
<thead>
<tr>
<th>Data Code</th>
<th>SL Lyrics</th>
<th>SL Number of the Syllables</th>
<th>TL Lyrics</th>
<th>TL Number of the Syllables</th>
<th>Score of the quality of translation</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Accuracy 1 2 3</td>
<td></td>
</tr>
<tr>
<td>002</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Acceptability 1 2 3</td>
<td></td>
</tr>
</tbody>
</table>

3.5 Data Analysis

Data analysis is a process of finding and arranging the data systematically in order to enhance the researcher’s understanding related to the research and be able to present the result (Ary et al. 2010). In order to arrange the data systematically, the steps of analyzing the data in this research are listed as follows:

1) After collecting the data, the researcher analyzed the strategies used in translating the song lyrics of three selected Disney movies soundtracks
under the consideration of the song lyrics characteristics and language style of the songwriter. In this step, the researcher classified the strategies by using the following table.

Table 3.4 Table for identifying the classification of strategies used in translating Disney movies soundtracks

<table>
<thead>
<tr>
<th>Data Code</th>
<th>Lyrics</th>
<th>Number of syllables</th>
<th>Translation Strategies</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>SL</td>
<td></td>
<td>PT LT MT VP RT BV IN</td>
<td></td>
</tr>
<tr>
<td>002</td>
<td>SL</td>
<td></td>
<td>PT LT MT VP RT BV IN</td>
<td></td>
</tr>
</tbody>
</table>

Note:
SL: Source Language  VP: Verse into Prose Translation
TL: Target Language  RT: Rhymed Translation
PT: Phonemic Translation  BV: Blank Verse Translation
LT: Literal Translation  IN: Interpretation
MT: Metrical Translation

2) The researcher analyzed the quality in terms of accuracy and acceptability of the translation version from the score that rated by the raters.

3) The researcher drew the conclusion of the research.