CHAPTER III
RESEARCH METHOD

In this chapter, the researcher would like to explain the methodology accommodated in this study, namely: research design, research object, data collection, data analysis.

3.1 Research Design

Research design is the plan of the researcher how the process of gaining an understanding of several groups of phenomenon in their context (Ary, 2010). In other words, research design is a decision taken by researchers about the method and procedures for collecting and analyzing information needed in research studies to carry out investigation procedures. Research design is an important part of conducting research in terms of facilitating and guiding the researcher to plan what needs to be done, plan what and how instruments will be used and also how to collect and analyze the data. As well, Latief (2017) divides the research design into two, which are qualitative, quantitative, and mix research.

Angrosino (2007, as cited in Latief, 2017) states, qualitative research is an inquiry process that aims to understand human behavior by building complex and holistic images of the social and cultural setting in which such behavior occurs. This method clears the basic problem of how subjects interpret and see the world, why and how they act and where form changes occur. In addition, according to Ernst (2003),
quantitative research originally developed in natural sciences to study natural phenomena. It aims to find out relevant facts and describe them casually with empirical analytical methods. While mix research is combine both of them. In this research, the researcher used a qualitative research because the data source was coming from English and Indonesian translation of songs in “Frozen” movie to look into the phenomena of shifts especially unit shift.

3.2 Research Object

The research object were Walt Disney songs of “Frozen” movie. The songs are bilingual language which is English and Indonesian. The title of the English version are (1) Let it Go, (2) For the First Time in Forever, the song title in Indonesian are (1) Lepaskan (2) Untuk Pertama Kalinya. The reason why these objects chosen to be analyzed were that this objects were quite famous and already translated into 25 different languages in the world and also won five awards, including Best Animated Feature in 41st Annie Awards.

3.3 Data Collection

The data of this research was translation shift especially at unit shift between English and Indonesian translation of Walt Disney songs of “Frozen” movie. The researcher obtained further insight about translation shift especially about the level of rank shift used by the translator and the dominant rank shift that is used in the object. Further, the technique and the instruments will be explained in the following sub-topic.
3.3.1 Technique and Instruments

According to (Ary, 2010) there are two types of research instruments: primary and secondary instruments. The primary instrument is the researcher herself collect and analyze the data while secondary instrument used to collect data from field work methods such as interview, observation, document analysis. Here, the research used the secondary instruments because the researcher used songs as an instrument in conducting this research and the researcher investigate and analyze the data to find out the translation shift in Walt Disney songs of “Frozen” movie.

3.3.2 Procedure

The procedures for collecting the data of this research the researcher had been simplified as follows:

1. Gathered two Walt Disney songs of “Frozen” movie from Google search engine and Youtube;
2. Listening and reading the original version of Walt Disney songs of “Frozen” movie;
3. Listening and reading the Indonesian translation of Walt Disney songs of “Frozen” movie;
4. Collecting all the unit shifts from those songs;
5. Listing the unit shift that occurs in the songs; and
6. Make a draft of some data analysis was related to the statement of problems.
3.4 Data Analysis

According to Ary (2010:480), data analysis is a process from which data is sought to be arranged sequentially to build an understanding of data about what has been investigated. In this research, the researcher must prove that the analysis could answer the research problems. Therefore, in analyzing the data, there are several steps as follow:

1. Classifying the kind of shift;
2. Tabulating the level of rank shift, the shift category, and the percentage of rank shift in the songs based on the data that have been collected in the table below:

**Table 3.2** Unit Shifts Found in Walt Disney Songs of “Frozen” Movie.

<table>
<thead>
<tr>
<th>No</th>
<th>Song Title</th>
<th>Stanza - Line</th>
<th>Level of Rank Shift</th>
<th>Shift Category</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Downward Rank Shift</td>
<td>Upward Rank Shift</td>
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<tr>
<td>1</td>
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</tbody>
</table>

**Table 3.3** The Percentage of Rank Shift in Walt Disney Songs of “Frozen” Movie.

<table>
<thead>
<tr>
<th>No</th>
<th>Song</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Song 1</td>
<td>...</td>
</tr>
</tbody>
</table>
3. Validating the data to the expert;

4. Describing the shifts that occurred in the songs translation; and

Making a conclusion based on the result of the data analysis.