

## **CHAPTER III**

### **RESEARCH METHOD**

In this chapter contains research methodology, namely: research design, research object, data collection and data analysis.

#### **3.1 Research Design**

In the research, a research design is needed to be used as a plan for how to proceed to gain an understanding of some phenomenon in its context (Ary, Jacobs, Sorensen & Razavieh, 2010). According to Creswell (2009), research designs are research plans and procedures that span a wide range of decision assumptions for detailed methods and data analysis. Research design has three types, namely: quantitative, qualitative, and mixed methods.

Creswell (2009) stated quantitative research is a means of testing objective theories by assessing causes between variables. These variables will be measured in sequence, typically on instruments, so that numbered data can be analyzed using statistical procedures. It means that quantitative research that uses more numbers rather than words (qualitative). Moreover, qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Meanwhile, the mixed method is an approach that combines both qualitative and quantitative forms.

In this study, the researcher used a mixed method. According to Ary et al. (2010), mixed methods research combines qualitative and quantitative approaches

in a single or multiphased study. The mixing process can take place in one or more stages of the study, including methodology, logistical design, specific methods to be conducted, procedures, or data collection and analysis.

According to Ary et al. (2010), there are 6 mixed method designs, namely concurrent designs, parallel designs/ quasi-mixed method designs, sequential designs, fully mixed designs, conversion designs, and embedded designs. This study used a conversion design involving transforming data, which means that data collected in one form (e.g., numbers or text), are converted to a different form and then analyzed. Qualitative data may be converted to quantitative data or vice versa. Data are analyzed from both perspectives and inferences are made based on both sets of analyses.

Based on the explanation, the researcher chose this design because it is more suitable for this phenomenon. This research combines between describing information related to phenomena as much as possible through the description of words and showing the numeric data to gain the result of the research problem.

The formulation of the first problem will be answered through a qualitative approach. The first problem focuses on finding out the strategies are used in this study. Thus, the researcher uses qualitative approach because mostly describes through words. Moreover, the formulation of the second problem will be answered through a quantitative approach. In the second problem, focus on finding the strategy that is most often used in this study. Therefore, the researcher

uses quantitative approach to obtain data systematically using numerical or statistical data.

### **3.2 Research Object**

In this study, the object is SpongeBob movie subtitles which use several translation strategies used by translators. The theory used is according to Baker (1992) which says that there are 8 strategies commonly used by translators. In this research, focuses on the analysis of translation strategies in subtitles from English into Indonesia.

### **3.3 Data Collection**

Data collection comprises the instrument and procedures employed in the research.

#### **3.3.1 Research Instrument**

Based on Creswell (2009), the researchers as key instrument because qualitative research collects its own data through examining documents, observing behavior, or interviewing participants. Moreover, Ary et. al. (2010) said in qualitative research, 3 data collections are commonly used, namely: observation, interviews, and document analysis. This study uses document analysis as the instrument to collect the data. Document analysis can be a written or text-based artifact like novels, journals, transcripts, newspapers, etc.) or non-written records like photographs, audiotapes, videotapes, etc. (Ary, et. al. 2010). The document used in this study is the subtitle in the movie.

### 3.3.2 Procedures

Based on the instruments described above, the procedure carried out by the researcher is as follows:

1. Watching the SpongeBob Movie: Sponge on the Run.
2. Observing both SL and their translation in the form of a subtitle in SpongeBob movie.
3. Selecting the data from the source language and translation version.
4. Collecting the data found from SL and translation in the form of a subtitle.

### 3.4 Data Analysis

According to Ary et. al. (2010), data analysis is a process of searching and arranging systematically to increase the researcher's understanding of the study and be able to present the result. Therefore, the steps in analyzing the data in this study are as follows:

1. Identifying and organizing the translation strategy based on Baker's theory.

After collecting the data, the researcher identified the translation strategy used by the translator from SL to subtitle. In this case, the researcher classified the strategy by using the following table.

No.	Minutes	Source language (SL)	Target language (TL)	Strategies
1.				
2.				

3.				
4.				
5.				

*Table 1.1 Translation Strategies Table*

Notes:

SL : Source language

TL : Target language

TGW : Translation by more a general word

TNW : Translation by a more neutral/ less expressive word

TCS : Translation by cultural substitution

TLW : Translation using a loan word or loan word plus explanation

TPW : Translation by paraphrase using a related word

TPUW : Translation by paraphrase using unrelated word

TBO : Translation by omission

TBI : Translation by illustration

2. Describing the translation strategy used in SpongeBob movie.

After the whole data has been collected, the researcher will provide an explanation based on data findings in each strategy.

3. Inputting the data found into Microsoft Excel

The researcher enters the data found from SL, TL, and translation strategies then uses the formula =COUNTIF(Range," Criteria")

4. Drawing a conclusion.

The researcher concludes the research conducted and provides a summary of the data that has been analyzed. Furthermore, the researcher identified the most dominant strategy used in SpongeBob movie.

