

CHAPTER III

RESEARCH METHOD

This chapter is aimed at presenting the methodology used by the researcher in the study. It covers research design, data and data source, research instrument, method of collecting data, method of data analysis, credibility and dependability of research.

A. Research Design

The research design used by the researcher was descriptive study with qualitative approach. As was pointed out by Ary et al. (2010:22), descriptive study focuses on understanding social phenomena from the perspective of the human participants in natural settings. The phenomena, specifically language phenomena, are found out from the data in terms of words. Furthermore, as a descriptive qualitative research, the aim of the study was to provide a complete and detailed explanation or description of the results as accurately and factually as they are, offering many ideas and concepts.

The researcher used this kind of research design since this study was proposed to find out the culturally-bound words in the *Frozen* movie and how the culturally-bound words translated into Indonesian. This research which was a descriptive qualitative research can be proven by the research's

objective that the research is aimed to give the intricate details of phenomena that were difficult to convey with quantitative method.

B. Data and Data Sources

There are two kinds of data, qualitative and quantitative data. In this research the writer uses qualitative data. The primary data source of this research was gotten from non-human data, that was *Frozen* movie. Creswell (2003: 21) points out the idea behind qualitative research is to purposefully select participants or sites or documents or visual material that will best help the researcher understand the problem and the research question. This does not necessarily suggest random sampling or selection of a large number of participants and sites, as typically found in quantitative research.

The writer used the final shooting draft of *Frozen* movie by Jennifer Lee (9/23/2013), property of the *Walt Disney Animation Studios* as a source language (SL). Besides, target language will be analyzed from official Indonesian subtitle found in an original VCD of *Frozen* movie that will be rewritten. Furthermore, culturally-bound words are determined as the data. Hence, as data source of this study was both the transcript and the subtitle.

C. Research Instrument

Since the study was conducted in descriptive method, the researcher took a role as the key instrument of the study in collecting and analyzing the data. As introduced by Lincoln and Guba (Ary et al., 2010: 424), the concept

of human as instrument to emphasize the unique role that qualitative researchers play in their inquiry. Because this research studied language phenomenon, the researcher needed an instrument flexible enough to capture the complexity of the human behavior, an instrument capable of adapting and responding to the environment. Hence, as the key instrument, the researcher constructed the data and examined its part in order to make it intelligible.

D. Method of Collecting Data

In this study, the data related to the purposed research questions were collected through the documentation method. According to Bailey (1994) cited in Ahmed (2010) documentary research method refers to the analysis of documents that contains information about the phenomenon we wish to study. In this case the researcher is intended to seek the culturally-bound words and the strategies in translating in the *Frozen* script. Hence, the researcher takes the following steps:

1. Reading and understanding both script and subtitle
2. Identifying the words or expressions that indicated as culturally-bound words
3. Classifying and arranging the data
4. Analyzing the data

E. Method of Data Analysis

Miles and Huberman (1992: 16) considered that analysis in qualitative research is divided into three steps occurring together, they are data reduction or selection, data presentation or display, and data summarizing or conclusion drawing. In this study, the data were analyzed through the following steps:

1. Data reduction/selection

Data reduction/selection is the process of selection, concerning, abstraction, and transformation of rough data appeared from notes written in the field (Miles and Huberman, 1992: 16). From the activities done in collecting the data, the rough data were selected based on the formulation of research problems. For instance, the researcher found many words in the movie, yet she only took some words which belong to the culturally-bound words categories proposed by Newmark.

2. Data presentation/display

Miles and Huberman (1992: 19) bounded a presentation as a group of arranged information giving possibility of summarizing and taking action. In this study, the researcher presented the data in a very simple description, which showed in the form of table, in order to make easy to understand for the readers. The following steps were conducted by the researcher in presenting the data:

- a. Grouping the data into five categories of culturally-bound words, they are: ecology; material culture; social culture; organization, customs, and activities; gestures and habits

- b. Describing the strategies used to translate the culturally-bound words
 - c. Analyzing the data including the five categories of culturally-bound words by using translation strategies by Newmark, Pinchuk, and Gotlieb.
3. Data summarizing/conclusion drawing

Data summarizing is one of the important step in this study. This is a way to know the result of the study. After all collected data were identified, classified, and analyzed based on the culturally-bound words category and translation strategies by Newmark, Pinchuk, and Gotlieb, then the data were concluded.

F. Credibility and Dependability

Credibility in qualitative research is pertinent to the truthfulness of the research findings. The term *credibility* in qualitative research is similar to *internal validity* in qualitative research. Guion et al. (2011: 1) states that validity in qualitative research, refers to whether the findings accurately reflect the situation, and “certain” in the sense that research findings are supported by the evidence. To establish and enhance validity in a study, a method namely triangulation is used. In literature, there are at least four types of triangulation: methodological triangulation, investigator triangulation, data triangulation, and theoretical triangulation; and the last one is used in this study. Theory triangulation involves the use of multiple perspectives or theories to interpret a same set of data. Considering different theory the

researcher might gain better insights. Here she brought together the theories of Peter Newmark (1998), Pinchuk (1977), and Gotlieb (2004) to support analyzing and understanding of the findings. Moreover, in reaching credibility, the researcher reread the data sources seriously, then carried out discussion with expert.

Dependability of the data is comparable with the reliability of the data. In qualitative research, reliability has to do with consistency of behavior, or the extent to which data and findings would be similar if the study were replicated (Ary et al. 2010: 502). In other words, the more times the findings of a study can be replicated, the more stable or reliable the phenomenon is thought to be. However, since this notion of reliability is problematic in qualitative study, notably social study in which people or human behavior is never static. Lincoln and Guba (Merriam, 1995: 56) suggest that the real question for qualitative researchers is not whether the result of one study are the same as the results of a second or third study, but *whether the result of a study are consistent with the data collected*. As with internal validity, in this study the strategy that is used to ensure for greater consistency is triangulation of theory.