CHAPTER III

RESEARCH METHOD

A. Research Design

This study is to identify and explain the use of translation techniques in English subtitled movies. The researcher finds that qualitative research is the most suitable approach for this investigation. According to Sugiyono (2018), qualitative research methods are grounded in philosophy and are employed to study scientific phenomena where the researcher serves as the instrument. This approach emphasizes data collection techniques and qualitative analysis, focusing more on understanding meaning. Since this study is qualitative in nature, the data collected consists of words, phrases, and sentences transcribed from spoken dialogue in English. The data is sourced from the movie *Resident Evil: Death Island*.

B. Data Source

1. Primary

The researcher applies the translation process model to convert the English subtitles into Indonesian, following the transition from the source language (SL) to the target language (TL) in the movie *Resident Evil: Death Island*.

2. Secondary

Articles from academic journals related to the theme and focus of the study serve as secondary sources of references for this research.

A. Data Collection Technique

1. Documentation

Documentation is a systematic process of collecting, classifying, and disseminating recorded information, whether in the form of text, images, audio recordings, or videos. In general, documentation serves as a means to record important events or information and provide evidence or references. According to Fuad and Sapto (2013) in Alfianto (2024) Documentation is an important secondary data source in research. For this study, the documentation technique involves utilizing transcript data in the form of a PDF file. The researcher will observe the subtitles in the *"Resident Evil: Death Island"* movie and, in addition, will analyze the visual elements presented within the movie to aid in the analysis.

2. Assessment of Rater (instrument dari dosen dua)

Rater plays an important role, referring to an individual who evaluates the quality of a translation based on specific criteria. These criteria include a strong command of both the source and target languages, knowledge and experience in the field of

translation, and a willingness to serve as a rater and contribute to research. These criteria are important to ensure objective and accurate assessments of translation quality. They use various measures to evaluate the translation based on specific criteria, such as accuracy, fluency, and conformity to the target language style.

3. **Assessment of Reader**

The intended readers here are collage students. Since readability refers to the audience, the data must be collected from these readers. In this context, the readers are not just any readers, but individuals who understand the field of translation. As described in the assessment of raters and readers above, the rating levels assigned by raters and readers refer to the parameters outlined in Chapter I, second table.

D. **Sampling Technique**

In this study, the purposive sampling method, which the researcher selects individuals or units based on specific criteria or considerations that are relevant to the research objectives. According to Sugiyono (2019) in Muliya (2024), purposive sampling is a method of sample selection based on certain predetermined criteria, meaning the sample is chosen according to specific considerations outlined by the researcher. The advantage of purposive sampling is that it allows the researcher to focus on individuals who possess the most relevant and in-depth information about the phenomenon being studied, thereby enhancing the validity and depth of

the collected data. Which is a technique of data collection where data is gathered based on specific requirements, rather than from the entire population. The sample taken from the transcript includes several uses of scenes, starting from the beginning of the movie. The researcher collecting data from about 22 minutes of the transcript, which included 225 occurrences with 9 scenes.

E. Data Analysis

This process involves systematically organizing and interpreting data through various techniques to draw meaningful insights and contribute to a deeper comprehension of the subject matter. According to Miles, Huberman, and Saldana (2014) qualitative data analysis is an interactive and continuous process aimed at gaining a deep understanding of the phenomenon being studied. The stages of this process include three main activities: data reduction, data display, and conclusion drawing/verification. These activities are conducted iteratively and continue until data saturation is reached no new information arises from further data collection and analysis.

1. Data Reduction

In qualitative research, handling large amounts of data requires systematic methods such as data reduction to ensure that only the most valuable and meaningful information is retained. Data reduction is an ongoing process of refining and simplifying data. It involves selecting,

streamlining, and transforming the information present in a document to highlight the most relevant and significant aspects.

a. Selecting

The resesrcher takes dialogs from the actor to analysis the subtitle technique from Molina and Albir (2002) and readability from Nababan (2012). Selecting process in data reduction refers to the act of filtering and concentrating on data that is relevant to the research question or the specific needs of the study. When focusing on analyzing subtitles from the movie, the selecting process can be conducted by choosing and focusing on segments of the subtitles that contain information pertinent to the purpose of the analysis. The sentences selected by the researcher are taken according to the time intervals in seconds where the subtitles will appear. Therefore, the sentences are chosen based on the words spoken by the actors in the movie, ensuring that the subtitles appear in sync with the specific seconds when those words or sentences are spoken.

The example is when the words or sentences spoken by the actor in the movie are accompanied by subtitles that appear and disappear in sync with the timing of the actor's dialogue. The researchers will record in detail by adding time information each time the subtitle appears, as shown in the example below:

Table 3. 1. Example selecting prosses

Data 1	Data 2
00:01:05,973 --> 00:01:08,528	00:01:08,661 --> 00:01:11,132
Unit 6, come in. What's your ETA?	Be there in five. Crossing the bridge now.
Unit 6, masuk. Beritau kami estimasi waktu kedatangan kalian.	Kami akan tiba dalam 5 menit. Menyebrangi jembatan sekarang.

b. Transforming Data

The process of transforming data involves the process of organizing raw data, in this case, subtitle text into a more structured format. This can be achieved by coding and categorizing the data into relevant themes and patterns that align with the research objectives. Transforming data helps organize and simplify raw data into a format that is easier to read and interpret. This process ultimately facilitates analysis and interpretation, enabling to draw clear conclusions from the data. Transforming data involves changing the form or structure of the data to meet specific needs. For example, adjusting the format by converting transcript text into a format suitable for creating subtitles, such as adding time codes for scenes to the sentence. Additionally, time adjustment ensures that subtitles appear at specific seconds in the movie, allowing the dialogue to be understood clearly and making it easier to find scenes in the movie. Such as the example below:

Table 3. 2. Transforming data

Sentence order	Scene	Code scene
1-36	1	A
33-69	2	B
70-87	3	C
88-110	4	D
111-126	5	E
127-162	6	F
163-205	7	G
206-214	8	H
215-225	9	I

c. **Data Display**

In conducting analysis, it becomes easier with the use of clearly displayed data. The next step in data analysis is data presentation, which involves displaying the data to make it easier to understand. The goal is to simplify the process of interpreting the data and help focus on key aspects for further analysis. Data presentation typically involves organizing information in a straightforward way, such as through words, sentences, narratives, or tables. This enables to better grasp the collected data and use it as a basis for drawing conclusions.

The use of data display, such as tables, is frequently employed in the analysis process because they provide a clear and organized format that simplifies understanding. In qualitative research, according to Miles and Huberman, in the past, often relied on narrative text as the primary method of data presentation. However, using tables or similar visual aids has become increasingly common to enhance clarity and

comprehension. To facilitate understanding, data is displayed using tables with several columns. Each column is assigned a category scenes, such as serial number, SL Data, TL Data, and Translation Technique. The data is then organized into the corresponding columns accordingly.

d. Conclusion

After presenting the data and conducting thorough analysis, the final stage in Miles and Huberman's qualitative data analysis process is drawing conclusions. After analyzing the data through data reduction and data display in the previous steps, the researcher reaches the final stage where they derive the results and conclusions. In this study, the data analysis process follows these steps: First, the researcher collects data by watching *Resident Evil Death Island* movie. Next, the researcher categorizes the translation techniques used in each sentence. Finally, in the last step, the researcher draws conclusions and presents the results of the study. Based on the description above, data analysis can be described in the below:
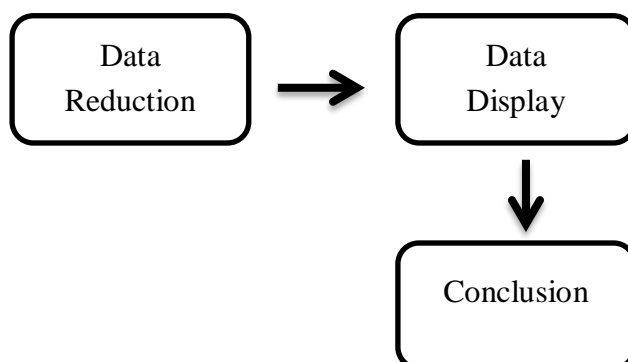

Figure 3.1. Adapted from Miles and Huberman
(1984), (in Saldana, 2014: 14)

F. Data Validity

   1. Source

To strengthen the research findings, the researcher incorporates various reliable sources, such as academic journals, to provide comprehensive and trustworthy results. To enhance the validity of the research findings. This approach helps support the credibility and reliability of the results obtained from the study.

   2. Expert

In this study, the researcher consults to translation expert to assess the validity of the analysis and evaluate the quality of the translations conducted in the research.

   3. Theory

Theory is a well-substantiated explanation of some aspect of the natural world, based on a body of evidence. Theory of experts and previous studies play a crucial role in this research. They serve as references to explore topics related to the study. By utilizing these theories, it is hoped that the research findings will be more reliable. Furthermore, these theories can also strengthen the researcher's perspective on the topic being discussed.