

## CHAPTER 3

### METHOD OF DATA COLLECTION AND ANALYSIS

In this research the writer used qualitative method to collect and process the result of the data collected in this research. The writer preferred qualitative to quantitative method because this research can be done by doing self-study and the objective of this investigation is to get in-depth information from other people's work.

The writer thought that qualitative method was more efficient for this research. The processes were done by watching, identifying and classifying the data. In addition Malterud (2001) explained that qualitative involve systematic collection, observation, and interpretation. The qualitative research also founded on the understanding of the researcher itself. Qualitative method also suitable for this research since it can explore the research questions aforementioned.

In this research the writer analyzed the translation strategies of subtitling which are most frequently applied and investigate the Indonesian subtitle of *The Last Samurai* movie to know whether the subtitle meets the standard subtitling criteria or not based on former researchers' theories. The researcher analyzed the script and compared it with the Indonesia subtitle to know the subtitling translation strategies applied; it answers the first research question. Finally the researcher analyzed the subtitle by watching the movie and see whether the subtitle presented meets the standard criteria or not, it answers the second research question.

### 3.1 Object of Analysis

The objects of analysis of this study were the subtitle translation and script of The Last Samurai movie. The Last Samurai movie is an action and cultural movie released in November 2003, a production of Warner Bros. A Time Warner Company. The duration of this movie is 153 minutes, directed by Edward Zwick and the story writer, John Logan. IMDb, IMDb Full Cast, (2003). The writer took 60 minutes of the movie as the object of analysis to make the research efficient rather than took full-time movie.

The translator of this subtitle was **HighCode**. He has been dealing with subtitling since 2012 and has translated more than 1000 subtitles according to Subscene (2012). His credibility in translating subtitle and movies is considered excellent. He got 9/10 rating in Subscene.com.

### 3.2 Instrument

The resource data would be taken from the script of The Last Samurai movie and a subtitle which translated by **HighCode**. Then the writer used the script and Indonesian subtitle to know the subtitling strategies that are applied in the subtitle and whether the subtitle meets the standard subtitling criteria.

The subtitles translated from spoken source language (English) into written target language (Indonesian).

### 3.3 Procedure

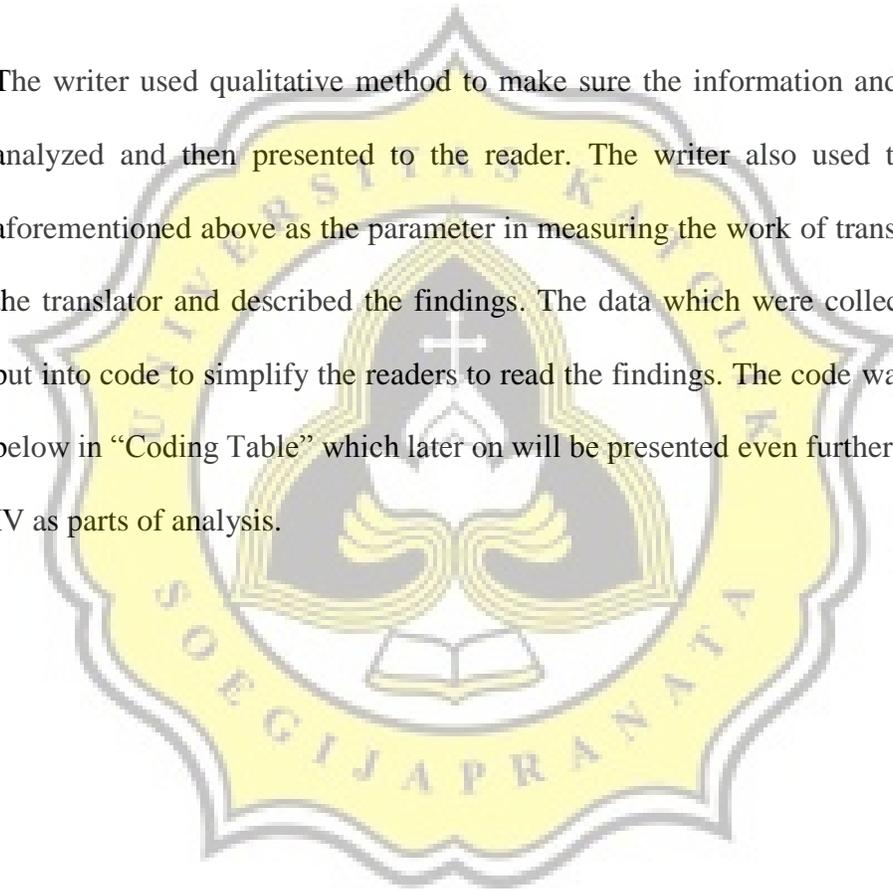
1. The writer downloaded the Last Samurai movie from movies123.net.
2. The writer watched the movie along with the Indonesian subtitle. He then took notes and analyzed the subtitle translation strategies.
3. The writer put every conversation which appeared in the movie into Ms. Word and created tables then analyzed the conversation.
4. The writer put the code in every conversation and finally summarized how many strategies were used in creating the subtitle to answer first research question.
5. The writer analyzed some conversation from the subtitle and give explanation based on Cintas & Anderman's theory to measure whether the subtitle meet the Standard subtitling criteria or not.

### 3.4 Method of Data Analysis

The writer put one-hour-conversation data from the subtitle of *The Last Samurai* then he analyzed the strategies which translator used in creating the Indonesian subtitle using Gottlieb's (1992) and Cintas and Anderman (2009) theories. The data which had been analyzed were coded then counted.

The writer analyzed whether the subtitle used meet the standard criteria of good subtitling based on Gottlieb H. Theories by watching the movie. The writer took some screen-shoot of the movie to show whether the subtitle presented is met the standard criteria or not.

The writer used qualitative method to make sure the information and data well-analyzed and then presented to the reader. The writer also used the theories aforementioned above as the parameter in measuring the work of translation from the translator and described the findings. The data which were collected will be put into code to simplify the readers to read the findings. The code was presented below in “Coding Table” which later on will be presented even further on Chapter IV as parts of analysis.



**Table 2. Coding table.**

Classification		Code	
Transfer	Literal word-to-word	T	WTW
Paraphrase	Multiple Translation	P	MT
	Comparable Corpora		CC
Deletion	Changes of Meaning	D	CM
	Punctuation Impact		PI
Condensation	Simplification of Verbal Phrase	C	VP
	Generalization of Words		GW
	Change of Word Classes		WC
	Compound Sentences into simple sentences		CS
	Change of active or passive sentences		AP
Resignation	No text presented	R	NT
Dislocation	Musical Translation	D	MT
	Poetry Translation		PT
Imitation	Loan-Word	I	LW
	Loan-Shift		LS
	Loan-Blend		LB
	Loan-Translation		LT