CHAPTER III
RESEARCH METHODS

3.1 Problem Approach Method

In this research, researcher used qualitative research. Bogdan and Taylor quoted in Moeleong (2005) define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

Qualitative research in this study was used to find the quality of the subtitle translation of The Littke Mermaid. The design used in this research is a descriptive design. This type of research seeks to describe variables as they are in a condition and is not directed at testing hypotheses. The descriptive design includes an effort to explain, record, analyze and interpret conditions that exist and are occurring in the present.

3.2 Object of research

The research object is a scientific target which aims to obtain valid data. According to Sugiyono (2014) it is explained that the object of research in research is an attribute or nature and value of a person, object or activity with certain variations and is determined by the research that will be studied and conclusions drawn.

The subject of this research is dialogue and monologue with Indonesian subtitles spoken by the characters in the film entitled The Little Mermaid. The percentage of translation techniques can be calculated using the following formula:

$$Percentage = \frac{The\ frequency\ of\ the\ techniques}{The\ total\ frequency\ of\ the\ data\ found}\ x\ 100\%$$

3.3 Data source

Data are specific parts that form the basis of analysis. Data includes what is actively recorded during research, such as interview transcripts and observation field notes (Emzir 2014:65). The data source in this research is the subject from which the data was obtained (Arikunto 2010:172).

The data used in this research are words, phrases, clauses and sentences in narrative form contained in the translation of the subtitle of The Little Mermaid, field notes through observation, and photographs of subtitles for the film The Little Mermaid. Meanwhile, the data sources used in this research are film dialogue and subtitles for the film The Little Mermaid.

3.4 Data collection technique

Data collection is an important part of carrying out research. Through data collection, important, valid and reliable information or phenomena will be obtained, so that the findings produced by research can be scientifically justified Ainin (2010) .

In this research the author used the following steps:

1. Downloading films and Indonesian subtitles

2. Watching films and copying the script

3. Noting certain dialogues spoken by the characters

4. This data is used for the next data analysis process

3.5 Data analysis technique

The procedures for analyzing data in this research are divided into several aspects, including:

1. Transcribing

Researchers collect data by watching films and directly copying events/phenomena that are the focus of the research.

2. Categorizing

Researchers categorize translation techniques for each dialogue and monologue in the film.

3. Analyzing

Researchers analyze translation techniques for subtitle translations into 18 translation techniques, namely: Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalents, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution (linguistics, paralinguistics), Transposition, Variation (Molina & Albir, 2002)

4. Conclusion

The researcher is interested in drawing valuable conclusions from the results of the analysis steps and being able to formulate clear answers to questions.

3.6 Research Instrument

To validate data, researcher analyze and interpret the collected qualitative research data to provide more detailed information about the phenomenon under study.

The following table is the method used by researchers to analyze the translation techniques used in the film entitled The Little Mermaid.

Table 3.1 1Data Analysis

NO	Source Text (ST)	Target Text (TT)	Translation Techniques
1.			

	2.			

In table 3.1 Data Analysis Form there are 5 columns. From the left, the first column is the data number. The second column is the time the data was found in the film. Then, the next side contains the source text (ST) which contains the English version of the text, while the fourth column consists of the target text (TT) which contains the Indonesian version of the text. The next column is translation techniques.

Researchers also created a table to see which translation techniques were dominantly used by translators.

Table 3.2 2

NO	Translation Techniques	Frequency	Percentage
1.			
2.			
	TOTAL		