

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study utilizes a qualitative comparative descriptive approach aimed at analyzing and comparing the types of slang used in the Indonesian subtitles of the film "Legally Blonde" by professional translators and internet fansubbers. The research specifically focuses on addressing two key questions: first, identifying the differences in the types of slang employed in professional translations versus internet fansubs; and second, examining how the translation strategies utilized by these two groups affect the cultural context and humor of the slang

3.2 Object of the Study

The object of this study is the translation of slang words and expressions found in the English dialogues of the film *Legally Blonde*, specifically focusing on the utterances by main characters such as Elle Woods, her friends, and other supporting characters. The research compares the Indonesian subtitles produced by two distinct groups: professional translators, such as those working for official streaming platforms, and internet fansubbers who create subtitles shared within online communities. By analyzing the types of slang employed by these characters and the translation strategies used in both subtitle versions, the study aims to identify key differences and similarities in how professional and fansub translators approach rendering slang into Indonesian.

3.3 Sources of Data

The primary sources for this data are the film *Legally Blonde* itself, the official Indonesian subtitles produced by professional translators (netflix), and the unofficial Indonesian subtitles created by internet fansub communities (Bstation), which are typically

available on subtitle-sharing websites. Secondary sources include relevant theoretical references on slang, translation strategies, and translation quality assessment to support the analysis and interpretation of the collected data, particularly in relation to the translation strategies employed.

3.4 Procedures of Collecting the Data

1. Conduct a thorough examination of the film *Legally Blonde* to identify and extract all slang words and expressions used in the original English dialogues.
2. Gather Indonesian subtitle files from two sources:
 - Official subtitles translated by professional translators.
 - Fansub subtitles created by internet communities.
3. Match each identified slang term with its corresponding translation found in both subtitle versions.
4. Carefully document and organize the collected data into a comparative table containing:
 - The original English slang.
 - The professional subtitle translation.
 - The fansub subtitle translation for each occurrence.
5. Use this organized dataset as the basis for further analysis focusing on:
 - Categorizing the types of slang present.
 - Examining the translation strategies employed in each subtitle version.
6. Apply this systematic approach to enable a detailed and comprehensive comparison of:
 - Translation accuracy.
 - Cultural equivalence.
 - Readability between professional and fansub subtitles

3.5 Research Instrument

The research instrument used in this study was a qualitative content analysis framework designed to evaluate and compare the translation of slang words in the Indonesian subtitles of the film *Legally Blonde*. The researcher systematically identified 31 slang words and expressions occurring in the original English dialogues and their corresponding translations by two groups: professional translator and internet fansubber.

To measure translation quality, the instrument focused on three key criteria:

Accuracy: How well the original meaning of the slang was preserved in the Indonesian translation, scored on a scale from 0 to 2.

Cultural Equivalence: The degree to which the slang was adapted appropriately to the Indonesian cultural context, also scored from 0 to 2.

Readability: The fluency, naturalness, and ease of understanding for the target audience, scored similarly from 0 to 2.

Each criterion was assessed for every slang instance translated by both professional translators and fansubbers, resulting in quantitative scores that enabled comparison. Additionally, translation strategies (generalization, neutralization, cultural substitution, paraphrase, literal translation, and omission) were identified qualitatively based on Mona Baker's (1992) framework of equivalence to analyze how slang was rendered differently by the two translator groups.

Table 3.1 Research Instrument Types of Translation Strategies Used by Professional Translator and Fansubber

No.	Utterances/Text contained Slang	Translation Strategy	Professional Translation	Fansub Translation

Table 3.2 Criteria Evaluation

Aspect	Score	Criteria Description
1. Accuracy	2	The meaning of the slang is fully preserved and correct in the target language
	1	The meaning is partially preserved or slightly misinterpreted
	0	The meaning is incorrect or completely lost

2. Cultural Equivalence	2	The slang is adapted with appropriate cultural relevance in the target context
	1	The adaptation is neutral, partially effective
	0	The translation is literal or culturally inappropriate
3. Readability	2	Natural, fluent, and easy to read/understand for target audience
	1	Slightly awkward but still understandable
	0	Awkward, unnatural, or confusing for target audience

3.6 Procedures of Analyzing the Data

The analysis of the data begins with a detailed examination of the 31 identified slang words and their corresponding Indonesian translations in both professional and fansub subtitle versions. The slang expressions were categorized into different types, including colloquialisms, idiomatic expressions, and culturally specific references, to better understand the variety of slang present in the film.

Next, the researcher compares how each slang term was translated by professional translators and fansubbers, focusing on the six identified translation strategies: generalization, neutralization, cultural substitution, paraphrase, literal translation, and omission. This comparison highlights that professionals predominantly employed neutralization, softening or toning down offensive or informal slang to suit Indonesian cultural and broadcasting norms. In contrast, fansubbers more frequently combined neutralization with cultural substitution and paraphrasing, thereby preserving the emotional tone, humor, and pragmatic force of the original slang, especially for younger or more informal audiences.

Following this, a qualitative analysis evaluates how these different translation strategies affect audience comprehension and engagement, considering the readability, cultural equivalence, and emotional impact of the translations. While direct viewer feedback was limited, the study's scoring on cultural equivalence suggests that fansub

translations resonate more strongly with local audiences due to their use of colloquial and culturally adapted language, whereas professional subtitles are clearer and more formal, appealing to broader viewership.

Finally, the findings are synthesized to conclude that while both professional and fansub translators achieve high accuracy in conveying the original meaning of slang, their translation priorities diverge: professionals emphasize acceptability and neutrality through neutralization, whereas fansubs focus on cultural relevance and expressiveness via cultural substitution and paraphrasing.