CHAPTER III

RESEARCH METHODOLOGY

A. Research Type and Design

This research focuses on the analysis of technique and quality of the translation of racing terms in the two different translation versions of Indonesian subtitle in the movie *Rush*. This research is a descriptive qualitative research and a single embedded case study. Descriptive research has the function to specifically describe a phenomenon that happens in a field of study (Sutopo, 2002). This research is a translation research focussed on the analysis on translation product. The researcher describes techniques applied in translating racing terms in the movie *Rush* and the impact on its translation quality.

This research belongs to a qualitative aimed at examining the techniques used in translating racing terms in movie *Rush* and the impact on the translation quality. Creswell (1998) states that:

> Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social and human problem. The research build a complex, holistic picture, analyse words, report detailed view of informants, and conduct study in natural setting. (p.15)

Referring to the explanation above, this research is qualitative research aimed to explore a case related to language which is social or human problem in scope of Translation Studies. Furthermore, the data of this research are words and phrases which are racing terms in the movie entitled *Rush*. 

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This research is single embedded research. In the embedded research the researcher has resolved particular variables as the major focus of the research before entering the sites (Sutopo, 2002). This research is a case study. According to Stake (in Creswell, 2003) defines case study as strategy “in which the researcher explores in depth a program, an event, an activity, a process, or one or more individuals. The case(s) are bounded by time and activity, and researchers collect detailed information using a variety of data collection procedures over a sustained period of time” (p.15). This research concerns only on translation of racing terms in the official and non-official subtitles of movie entitled Rush. As a case study research, the result of this research is not aimed to generalize.

B. Data and Source of Data

The data of this research are racing terms in the forms of words and phrases in English (ST) and their Indonesian translation (TT) in the official subtitle from original DVD and non-official subtitle taken from www.subscene.com of the movie Rush and also statements from the raters about the translation quality in terms of accuracy and acceptability. The data for this research were collected from two sources of data. The first source of data is document. The document consists of movie entitled Rush. The second source of data is informants. The informants are validator who validated the data, and raters who assessed the translation quality of racing terms in terms of accuracy and acceptability.

A. Document

The document involved in this research is the movie entitled Rush. The consideration of taking the movie as the source of data is that the movie contains many racing terms, moreover, the movie is international box office movie.
B. Informants

1. Validator

The validator validated the data taking form of racing terms collected by the researcher in order to acquire qualified data for the research. The validator validated the data by reading the data collected by the researcher and sorting the qualified data to be analysed.

2. Raters

Three raters were involved to assess the translation quality of the translations. The raters were asked to assess the accuracy and acceptability of the translation of racing terms in the movie. The raters were given questionnaires to be used as instrument in assessing the accuracy and acceptability of the translation of racing terms.

C. Sampling Technique

This research applied purposive sampling in determining the source of data. Sampling technique was applied on determining the movie *Rush* as source of data. There are many interesting translation cases found on the comparison between the official subtitle and non-official subtitle.

Purposive sampling was also applied in determining the informants involved. From them are expected information that would help with the research. Considering the significance, the informants should be carefully chosen. They should fulfil certain criteria. The criteria of the informants are as follows:

A. The criteria in selecting the validator are:

1. Mastering racing terms

2. Having enough experience in the racing world
B. The criteria in selecting the raters are:

1. Mastering both Indonesian and English
2. Having enough experience or knowledge about translation
3. Understand the theory of translation
4. Willing to take part in the research

D. Method of Data Collection

In collecting the data, the researcher employed three methods of data collection: content analysis, questionnaire distribution, and interview. The methods are described as follows:

A. Content Analysis

Content analysis was applied in selecting the data in the form of racing terms in the movie *Rush* and their translation in the official and non-official subtitles. This method was carried out through the following steps:

1. Watching the racing movie *Rush*.
2. Collecting the racing terms found in the movie *Rush* and their translation the two versions of Indonesian subtitle.
3. Giving number to each datum

Each datum given a code to make it easier in analysing the data. The data number will be given with the following format: datum number – the name of the movie where the datum is collected – source or target language – time when the text appears.

Example 1:

Datum 003/RUSH-SL/00:01:01,800 → 00:01:03,839

...the track is still dangerously wet
Datum 003  → refers to the data number
RUSH  → refers to the movie title
SL  → refers to Source Language
00:01:01,800 → 00:01:03,839  → refers to time

Example 2:
Datum 029/RUSH-TL1/00:09:10,720 → 00:09:14,725

_Lotus mencoba untuk masuk._

Datum 029  → refers to the data number
RUSH  → refers to the movie title
TL1  → refers to Target Language 1

(official subtitle)
00:09:10,720 → 00:09:14,725  → refers to time

Example 3:
Datum 156/RUSH-TL2/01:21:52,052 → 01:21:55,499

_Ferrari segera mencari Pembalap pengganti, Carlos Reutemann._

Datum 156  → refers to the data number
RUSH  → refers to the movie title
TL2  → refers to Target Language 2

(non-official subtitle)
01:21:52,052 → 01:21:55,499  → refers to time

B. Questionnaire distribution

The data collection using questionnaire were conducted to collect data in form of information of translation quality. The translation quality in this research is in terms of accuracy and acceptability. The information
acquired from raters is important in conducting this research. This information was used as consideration in determining translation quality in this research.

There are two types of question in this questionnaire, they are closed-ended question and open-ended question. The closed-ended question employs scales to assess the translation quality in terms of accuracy and acceptability. The scales are based on the instrument of translation quality proposed by Nababan, Nuraeni, and Sumardiono (2012). The open-ended question is in the form of blank column enabled raters to put in their argumentation supporting their assessment. The instruments of translation quality are as follow:

Table 3.1 Translation Assessment Instrument on Accuracy

by Nababan, Sumardiono, and Nuraeni (2012)

<table>
<thead>
<tr>
<th>Kategori Terjemahan</th>
<th>Skor</th>
<th>Parameter Kualitatif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Akurat</td>
<td>3</td>
<td>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara akurat ke dalam bahasa sasaran; sama sekali tidak terjadi distorsi makna</td>
</tr>
<tr>
<td>Kurang Akurat</td>
<td>2</td>
<td>Sebagian besar makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber sudah dialihkan secara akurat ke dalam bahasa sasaran. Namun, masih terdapat distorsi makna atau terjemahan makna ganda (taksi) atau ada makna yang dihilangkan, yang menggangu keutuhan pesan.</td>
</tr>
<tr>
<td>Tidak Akurat</td>
<td>1</td>
<td>Makna kata, istilah teknis, frasa, klausa, kalimat atau teks bahasa sumber dialihkan secara tidak akurat ke dalam bahasa sasaran atau dihilangkan (deleted).</td>
</tr>
</tbody>
</table>
Table 3.2 Translation Assessment Instrument on Acceptability by Nababan, Sumardiono, and Nuraeni (2012)

<table>
<thead>
<tr>
<th>Kategori Terjemahan</th>
<th>Skor</th>
<th>Parameter Kualitatif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berterima</td>
<td>3</td>
<td>Terjemahan terasa alamiah; istilah teknis yang digunakan lazim digunakan dan akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan sudah sesuai dengan kaidah-kaidah bahasa Indonesia</td>
</tr>
<tr>
<td>Kurang Berterima</td>
<td>2</td>
<td>Pada umumnya terjemahan sudah terasa alamiah; namun ada sedikit masalah pada penggunaan istilah teknis atau terjadi sedikit kesalahan gramatikal.</td>
</tr>
<tr>
<td>Tidak Berterima</td>
<td>1</td>
<td>Terjemahan tidak alamiah atau terasa seperti karya terjemahan; istilah teknis yang digunakan tidak lazim digunakan dan tidak akrab bagi pembaca; frasa, klausa dan kalimat yang digunakan tidak sesuai dengan kaidah-kaidah bahasa Indonesia</td>
</tr>
</tbody>
</table>

C. Interview

Interview with raters were conducted to clarify information which considered vague according to the researcher, especially on the argumentation which supported their assessment.

E. Technique of Data Analysis

In this qualitative research, analysis of data were conducted through four stages: domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis (Spradley in Santosa, 2012). These stages of analysis can be both; circular or linier. It grants the researcher to redo the analysis, whenever needed or if there were any mismatches, from the beginning or from the middle of the analysis.

The analysis is explained as follows.

1. Domain Analysis

In this step, process of data selection is conducted. Technical terms in racing field in the movie *Rush* were separated and taken for research data which were then
analyzed. The other elements outside technical terms in racing field were not analyzed any further.

2. Taxonomy Analysis

In this step, the data were categorized based on the characteristics of the data. The first categorization is data categorization based on the translation technique applied in translating the data. The second categorization is data categorization based on the translation quality which covers accuracy (accurate, less accurate, and inaccurate translation) and acceptability (acceptable, less acceptable, and unacceptable translation).

3. Componential Analysis

In this step, correlation between variables was analyzed in this research. The analysis in this step was conducted in order to reveal the impact of the used of the techniques on the quality of the translation.

4. Cultural Theme Analysis

Analysis conducted in this step is intended to discover the pattern resulting from the componential analysis. The result of the analysis was then linked to the theory about the nature and the use of translation technique.

F. Research Procedure

This research was conducted by using some steps as follows:

a. Determining topic of the research, in this case is the comparative analysis on translation technique and quality in terms of accuracy and acceptability of racing terms in official and non-official translation
b. Choosing the document to be analyzed, in this case are movie entitled *Rush* and its subtitle embedded in the DVD original and *fansub* taken from internet

c. Collecting and retyping the data in the form of racing terms and their translation

d. Validating the data to the validator

e. Numbering and giving code to each datum

f. Distributing questionnaire to the raters to gain their statement about the translation quality in terms of accuracy and acceptability

g. Analyzing the translation techniques and their impact on the quality in terms of accuracy and acceptability

h. Comparing the translation techniques and the quality of the translation of racing terms in the official subtitle to those in the non-official subtitle

i. Drawing conclusion and recommendation from the result of analysed data