CHAPTER III

METHOD OF INVESTIGATION

This part divided into four subparts. They are research design, the source of data, technique of data collection, and technique of analysis.

A. Research Design

The study employs a qualitative research and the technique of analysis descriptive method. This is descriptive method, which attempts to describe the subtitling strategies which are used in *Annabelle* movie. In this study, the writer choose descriptive qualitative method because the purpose of this study was to describe the phenomena of tanslation, expecially the subtitling strategies which were used in *Annabelle* movie.

B. The Source of Data

The source of the data in this study is Indonesian subtitle from English language movie entitled *Annabelle*. The script movie was taken from the website: http://subscene.com/u/994414/html.

C. Technique of Data Collection

The method applied in collecting the data is non-participant observational method (Sudaryanto, 1933: 133). The writer watched the movie and listened carefully to each dialogue of the character's in the movie. The form of the data in this study was from oral to written.

D. Technique of Data Analysis

The data will be analyzed by using translation identify method (Sudaryanto, 1993: 13). This method analyzes a language and another by comparing both language. The English subtitles as the source text and the Indonesian subtitles as the target text presented in a table. Source text were put on the left side and the target text were on the right side of the table to help in finding the subtitling strategies applied.

The next step were analyzing the subtitling strategies applied in Indonesian subtitles of *Annabelle* movie. Then identifying the mostly subtitling strategy was applied in Indonesian subtitle of *Annabelle* movie. The subtitling strategies are transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation and resignation.

To analyse the frequencies of each strategies, the writer use the pattern as follow:

$$P = \frac{F}{N} \times 100\%$$

P: Percentage

F: Frequency of each subtitling strategy

N: Overall number of subtitling