

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents how the researcher collected and analyzed the data. Research method consists of research design, data source, instrument of the research, data collection, and technique of data analysis.

#### **A. Research Design**

This research use a descriptive qualitative method to identify and analyze translation techniques in translating Judy's Utterances in *Zootopia* movie. According to Arikunto (1993: 208), there is no hypothesis in descriptive research as it only describes a phenomenon without any hypothesis. This research was carried out by formulating the problem, collecting data, classifying data, analyzing data, and drawing the conclusion and some suggestion.

#### **B. Data Source**

The data of this research were taken from The Subtitle Text of *Zootopia* movie. *Zootopia* is a 2016 American 3D computer-animated buddy cop comedy film produced by Walt Disney Animation studios and released by Walt Disney Pictures. It is the 55th Disney animated feature film. It was directed by Byron Howard and Rich Moore, co-directed by Jared Bush, and Stars the voices of Ginnifer Goodwin, Jason Bateman, Idris Elba, Jenny Slate, Nate Torrence, Bonnie Hunt, Don Lake, Tommy Chong, J. K. Simmons,

Octavia Spencer, Alan Tudyk, and Shakira. It details the unlikely partnership between a rabbit police officer and a red fox con artist, as they uncover a conspiracy involving the disappearance of savage predator inhabitants of a mammalian metropolis.

The data in this research are all of the sentences spoken by Judy, the rabbit cop in this movie. The source text in English, and the target text in Bahasa Indonesia. The English subtitle text used in the research was downloaded from <https://subscene.com/subtitles/Zootopia/english/1766608> and <https://subscene.com/subtitles/Zootopia/indonesian/1338524>. The subtitle was chosen because that was synchronized to Blu-ray rip version.

### **C. Instrument of the Research**

To analyze the subtitle of Judy's utterance in the movie *Zootopia*, the researcher needs some instrument to help her in analyzing the subtitle. There are the researcher, the subtitle text, dictionaries and a computer with related software to collect and classify the data.

### **D. Data Collection**

The process of data collection by the researcher is taking all data that suitable to the research and supported the research questions. There are:

#### 1. Finding the data.

The researcher found the data *Zootopia* movie in download. The English subtitle was downloaded from <https://subscene.com/subtitles/Zootopia/english/1766608> and Indonesian subtitle was downloaded from

<https://subscene.com/subtitles/Zootopia/indonesian/1338524> to know the Indonesian subtitle from the movie. The writer of the Indonesian subtitle is KakekSalto.

## 2. Watching Moana movie

This step aimed to understand the content or message that was delivered from the movie so it was easier for the researcher to select the subtitle that contains translation technique. Selecting the data from Judy's utterances which be the object of translation technique.

## E. Data Analysis

After the data collected, the researcher continue to analyze the data by some steps:

1. Identifying the translation techniques of the data. Identifying in this research means searching for and collecting the data of Judy's utterances that find in the subtitle text of *Zootopia* movie.
2. Classifying the types of translation techniques in every Moana's utterances based on Molina and Albir's theory (2002:509). Classify Judy's utterances, which is included in Borrowing, Calque, Literal Translation, Transposition, Crossed Transposition, Modulation, Equivalence, Adaptation, Compensation, and so on.
3. Analyzing the translation technique that has been identifying and classifying.
4. Make conclusion according to the result of indentifying and classifying the subtitle of Judy's utterances.