

CHAPTER III

RESEARCH METHOD

3.1. Research Design

Based on the description in chapter II, the focus in this research is about translation. Therefore, the method used by the researcher is qualitative method. Qualitative research is called naturalistic research method because the research is done on natural condition (Sugiyono, 2012: p.8). A natural object is an object that develops as it is, is not manipulated by the researcher and the presence of the researcher does not affect the dynamics of the object. In conclusion, qualitative is the method of analyzing data based on the text and the data cannot be analyzed by using statistical technique, the explanation also in the form of words as well rather than numbers.

3.2. Object of Research

The objects of this research are structure shift that toward the meaning equivalence it divided into complete meaning, increase meaning and decrease meaning, however unit shift are about the change from word, phrase, clause, and sentence that taken from the subtitle in the Up movie. Up movie is an American 3D animated drama produced by Pixar Animation Studios and released by Walt Disney Pictures in 2009. This movie was inspired from real life of Edith Macefield in Seattle, her house was in the middle of an area undergoing lots of

commercial development, when her mother ill she promise that let her die at their home not in good facilities so she keeps the house until she die.

3.3. Method of Collecting Data

After mentioning the object of research above, researcher applies the use of observation data collection. According to Nunan (as cited in Griffie, 2012: p.177) observation can be used for research data collection. In this case, the researcher is a passive participant. Passive participant means the research is present at the scene of action but does not interact or participate, (Sugiyono, 2012: p.227). There are steps how the researcher is going to collect the data:

1. Download the movie and also the subtitle in Indonesia languages.
2. Watch the movie and compare the English Language & Indonesia Language.
3. Note the subtitles where the translation shift happens in both languages.
4. Classified the data into unit shift and structure shift.

3.4. Method of Analyzing Data

After the data has been collected, the researcher use *Padan* method. *Padan* method or identity method requires the equivalence of nonlinguistic aspect studied, this method using the aspects that are out of the language studied. The specific technique that the researcher uses is translation dividing technique (Sudaryanto, 2015: p.30 & 31). The continuous technique that after the base

technique the researcher use is differentiating technique (Sudaryanto, 2015: p.31 & 32). The specific steps by the researcher in this research are as follows:

1. The researcher specifies the data into the type of unit shift and structure shift.
2. The researcher compares the language between English to Indonesia.
3. The researcher clarifies the analyzed data based on Catford's theory.
4. The researcher uses text in explaining the data.

3.5. Method of Presenting Research Result

The method in presenting the results of this research is informal because informal method of presenting is a formulation of words regardless its technical terminologies while the formal method is a formulation of what is generally known as signs and symbols (Sudaryanto, 2015: p.241).