BAB III

RESEARCH METHOD

A. Research Design

The design of the study was qualitative research. Qualitative method seeks to understand the what, how, when, and where of an event or an action in order to establish its meaning, concepts, and definitions, characteristics, methaphors, symbols, and descriptions.[1] In this study was explores what the type and strategies of humor translation that used translator in Korean Reality shows. The data collections in this study are mostly in the form of description and explanation.

B. Research Type

In this study, the writer used a document or content analysis as research type. Content analysis focuses and interpreting recorded material to learn about human behavior. The material may be public records, textbooks, letter, films, tapes, diaries, themes, reports, or other documents. In this study would analyzed the humor translation strategies used in Korean Reality Show "Running Man" or film.[2]

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[1] Mohammad Adnan Latif, *Research Methods on Language Learning An Introduction,* State university of Malang Press, 2014, p.76

[2] Donal Ary, et, all. *Introduction to Research in Education,* Canada: Wadsworth, Cengage Learning, 8th edition,p.29

C. Subject of the Study

Korean reality show *Running Man* is chosen for this study. This program was produced by Special Broadcasting Services (SBS). It first aired on July 11, 2010, and as of 2015, is currently the longest running program, at five years on *Good Sunday*. *Running Man* was originally classified as an "urban action variety", a genre of variety shows in an urban environment. The MCs and guests complete mission at a landmark to win the race. The show has since shifted to a more familiar reality-variety shows concept focused on game show games. The show has become popular in other parts of Asia as well, and has gained online popularity among "Hallyu" fans, having been fansubbed into a number of languages by volunteers, such as English, Spanish, French, Thai, Malay, Vietnamese, Chinese, Indonesian, Arabic, Brazilian Portuguese, Russian and Turkish.

D. Source of Data

The source of the data was take from the script of Running Man episode 129, 199-200, and 213. It is Korean Reality shows that was produced by SBS. It contains so many humor lines. The data analyzed is the humor line translation. The four episodes in this research was chosen for the sample because in one episode just some humor were found, it was unable to gave a complete data for answer the research problem.

E. Instrument and Techniques of Data Collection

To collect the data, it used documentation as the instrument. The techniques of data collection are though several steps as follow:

1. Watch a reality show "running man" and made sure that all the visual and Indonesian subtitle lines in the reality show understand. This step to understand the reality show and find out where's the line of humor from the visual and Indonesia subtitle lines.

2. Collect all dialogue in English subtitle becomes data in the form of script.

3. Identify the English version of the script to find the humor lines.

4. Classify all humor lines which are found in the reality show.

F. Methods for Verification of Research Finding

There are four techniques to determine the validity of data, namely credibility, transferability, dependability and conformability.

1. Credibility

Credibility is the same as validity in quantitative research. The integrity of qualitative research depends on attending to the issue of validity. Validity concerns the accuracy or truthfulness of the findings. The term most frequently used by qualitative researchers to refer to this characteristic is credibility. Credibility in qualitative research concerns the truthfulness of the inquiry's findings. [3]In acquiring the data, this study uses theory of triangulation. The triangulation used is theory triangulation which involves

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[3]Donald Ary, *Introduction to Research in Education,* Cengange learning 2010, 8th edition *p.500*

consideration of how the phenomenon under study might be explained by multiple theories.[4]

2. Transferability

Transferability relate to the questions, how far the result of the study might be applied by the other people in other context. Transferability is the external factor.

3. Dependability

The technique is done by reporting of interim report or ending report that get of discussion with colleague. Discussing the data and information that have been collected from the other source.

4. Conformability

A term used in qualitative research, equivalent to validity in quantitative research, related to the degree to which findings in a study can be corroborated by others investigating the same situation. [5] Conformability in qualitative research is the same as the quantitative researcher's concept of objectivity. Both deal with the idea of neutrality or the extent to which the research is free of bias in the procedures and the interpretations of results. Because it may be impossible to achieve the levels of objectivity that quantitative studies strive for, qualitative researchers are concerned with whether the data they collect and the conclusions they draw would be confirmed by others investigating the same situation. Thus, in

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[4] *Ibid*
[5] Donald Ary, p.638

qualitative studies, the focus shift from the neutrality of the researcher to the conformability of the data and interpretations. [6]

G. Data Analysis

Donald stated that data analysis is a process whereby researchers systematically search and arrange their data in order to increase their understanding of the data and to enable them to present what they learned to others.[7]

Miles and Huberman and Rahardjo state that the analysis of data in qualitative study uses some techniques as follows:

1. Data reduction

Data reduction is all of the data that have been collected are processed to know between the relevant and the irrelevant. Therefore, data reduction is the data that have been gotten from the study and have been explained, so the invalid data are omitted. It is done in order to the data provided is appropriate with the problems in this study.

In this study, data reduction refers to the process of selecting humor line that are presented in each dialogue in the movie. This first process is finding the humor categories and strategies based on the theory.

2. Data display

[6] Donald Ary, p.504

[7] Donald Ary, *Introduction to Research in Education,* Cengange learning 2010, 8th edition, p.481

Data display is the relevant data that are found by the writer. The data gotten from the study are explained scientifically by the writer clearly.

In this study, data display is an organized assembly of information that permits drawing and action taking. After analyzing whole data founded from the reality shows, the researcher displays the result of the analysis on by making the description of the humor categories and strategies are.

3. **Conclusion**

Conclusion is where the writer seeks conclusion as answering for formulation of the problem. In this steps the conclusion are taken by recheck the data reduction and data display. Therefore the conclusion taken is directed and is not deviated from the data analyzed, even if the final research is reached.

Therefore, the study applies five steps in analyzing the data collection in order to produce the findings and answer the research question. The steps are as follows:

a. Reading and comparing the English translation scripts and Indonesian translation scripts.

b. Finding the humors line in reality shows.

c. Analyzing the categories of humor based on criteria of each categories.

d. Determining the strategies of humor translation based on each categories of humor.

   1) Wordplay, analyze the vocabulary and grammar.

   2) Allusions, understanding the culture of SL and TL.

   3) Irony, understanding the message or expression of SL or TL.

e. Drawing conclusions according to the result.