CHAPTER III

RESEARCH METHOD

3.1 Research Design and Method

This research is designed as descriptive research with quantitative approach. According to Sukamolson (2007) quantitative research is essentially about collecting numerical data to explain a particular phenomenon. Fraenkel and Wallen (2003) stated that descriptive research is the study that investigate the quality of the material. This research focusing on describing the detail rather than comparing or describing behavior like in survey research.

3.2 Research Instruments

There are two instruments in this research:

1. The researcher. The researcher is the key instrument for collecting, measuring, and analysing the data.

2. Data sheets. Data sheets are used to record words, phrases and sentences that contain wordplays. The data sheet can be seen in the following.

Code	SE & TE	Explanation	Types of wordplay								Translation techniques						Equivalence			
			Ph				Lx		Sy	Mr	WW	WN	RD	WZ	TR	ET	Eq		Nq	Un
			Hp	Hm	Hg	Pr	Pl	Id									Fq	Pq		
		.																		

Code : Code Number

Eq : Equivalent

Fq : Fully equivalent

ET : Editorial Technique

Hg : homography

Hm : homonymy

Hp : homopony

Id : Idiom

Lx : Lexical Developments

Mr : Morphological Developments

Nq : Non-equivalent

Ph : Phonological Structure

Pl : Polysemy

Pr : paronimy

Pq : Partially equivalent

RD : using rhetorical devices

SE : Source Language

TR : Transfer/Source Texts remain the same with Target Texts

Sy : Syntactic Structure

TE : Target Text

Un : Unrealized

WW : Wordplay to Wordplay

WN : Wordplay to Non-Wordplay

WZ : Wordplay to Zero

3.2 Object of the Research

The object of the research is Spongebob Squarepants the movie. This film is released in 19 November 2004 based from the TV program with the same title Spongebob Squarepants. The film is directed, produced, and written by the TV series creator itself Stephen Hillenburg. The run time of the film is 1 hours 30 minutes. Spongebob Squarepantsthe movie is a comedy movie that tell about Spongebob and Patrick who take a journey to find King Neptune's stolen crown.

3.3 Technique of Data Collection

In collecting the data, the researcher conducted some techniques.

1. The researcher watched the film in order to understand the whole story and the joke.
2. Then, the researcher downloads the Indonesian and English script from the internet and match the script with the conversation using AegisubsSdsds
3. Next, while watching the researcher take a note of the wordplay that found on the movie.
4. The last the researcher analyzed the wordplay.

3.4 Technique of Data Analysis

The data analysis is the process of systematically searching and arranging he collected data. The techniques of analysing data were carried out as follows

1. The researcher read and compared the wordplays in English and their translation in Bahasa Indonesia.

2. The researcher analysed and classified the collected data based on their translation strategies on wordplay. The data were categorized using a table. The table was made to classify the data into types of wordplay, techniques used to translate the wordplay, and the degree of equivalence of the wordplay.

3. The researcher interpreted the data to answer the research questions.