CHAPTER I
INTRODUCTION

A. Background of the Study

Translation is very useful for people who do not have good ability in English as source language. They need help to translate it into the target language. Translation theorists, Nida and Taber (1969: 12), state, “Translation consists in reproducing in the receptor language the closest natural equivalent of the source language message.” The focus of translation is different in the former until present. The old focus in the translation was the form of the message (Nida and Taber, 1969: 1). The form of language can be changed, but the meaning cannot be changed. It may influence to alter the message of the source language into the target language. In comparative with the new focus in translation has shifted from the form of the message to the response of the receptor (Nida and Taber, 1969: 1). A translator must preserve the meaning rather than the form, but he/she must keep the form if it is possible.

This research mainly focuses on the commonest content transfer problems by Nida and Taber (1969: 106-112). Based on their theory, the problems are idioms, figurative meanings, shifts in central components of meaning, generic and specific meanings, pleonastic expressions, special formulas, redistribution of semantic components, and provision for contextual conditioning. Then, the writer aims in this study to know the occurrences of the commonest content transfer problems, the meaning can change or not, and also how the translator preserves its structural form.
Regarding those eight commonest content transfer problems, they might be occurred in a movie subtitle. According to Thompson (2000) in his journal, subtitles are texts by viewers while they are disengaged to some degree from both the visuals and audio of a film. Subtitle is one of translation products. Translator must clearly observe the process of translation to get a good product. The goal is people can understand the movie well.

In this study, the writer emphasizes in analyzing the common problems occurred in process of content transfer in *Ramona and Beezus* movie manuscript and its subtitle. The movie genre is adventure and fantasy, which full of comedy acts by the casts. There are two reasons for choosing *Ramona and Beezus* as the research object. *Ramona and Beezus* is a box office movie directed by Ellizabeth Allen in 2010. It tells about a family life and the problems that must be faced as a father, mother, and children. The movie is good for all age especially for kids, so it will need an Indonesian subtitle. Hence, the subtitle can help the audiences learn the foreign language through a movie. It is important to have an equivalent translation to make sure the audiences understand the meaning of the movie.

This movie contains subtitle to help the audiences understand the meaning of each utterances. Although the translators have a good in translation ability, it is possible that they did a mistake in transferring the utterances. The mistake may cause problem in changing meaning or not, so the message will be delivered unsuccessfully. Therefore, the writer would like
to observe more about the commonest content transfer problems. The writer also wants to know that the translator can keep the structural form or not.

Below is an example of the analysis the commonest content transfer problems in *Ramona and Beezus* movie in shift in central components of meaning.

**001/RB/SL/TL/SCCM/MC**

<table>
<thead>
<tr>
<th>SL</th>
<th>Ramona</th>
<th>: I’m not a <strong>pest</strong>.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TL</td>
<td>Ramona</td>
<td>: <em>Aku bukan hama</em>.</td>
</tr>
</tbody>
</table>

The word *pest* has two meanings, (1) *insect or animal that destroys plants, food, etc.* and (2) *annoying people.* From the sentence above, the translator translated into *hama* which is not appropriate to the source language text. The word *I* means that the intention is for human being, not an animal. It shows that the translator preserve the original text unsuccessfully.

The translator can keep the form of source language into target language well. The sentence structure shows that word and phrase order of source language is as same as in target language. It is Subject-Verb-Object, no changing form.

Another case is as follows.

**002/RB/SL/TL/I/NMC**

<table>
<thead>
<tr>
<th>SL</th>
<th>Ramona</th>
<th>: My dad says I just have an overactive imagination, which does <strong>come in handy</strong>.</th>
</tr>
</thead>
<tbody>
<tr>
<td>TL</td>
<td>Ramona</td>
<td>: <em>Ayahku bilang imajinasiku memang berlebihan, yah, itu berguna</em>.</td>
</tr>
</tbody>
</table>
The idiom *come in handy* means *to be useful or convenient*. In that sentence, the source language is an English idiom *come in handy* which is translated into non-idiom *berguna* in the target language. Thus, the translator can preserve the meaning successfully.

The translator can keep the form of whole sentence well. Although, in clause *I just have an overactive imagination* is translated into a phrase *imajinasiku memang berlebihan*. The form of source language Subject-Verb-Object is altered to Object in target language.

From the case above, the writer does a research entitled *The Commonest Content Transfer Problems from English Manuscript into Indonesian Subtitle in Ramona and Beezus Movie*.

**B. Previous Study**

The research has a close relationship with the study entitled *The Common Problems of Content Transfer Analysis of the Indonesian Translation Entitled Chicken Soup for the Unsinkable Soul* by Meyrianawati in Petra Christian University (2001). Her research applied the process of content transfer with which English as the source language and Indonesian as the target language. She formulated four problem statements; what are the common problems in content transfer, which those that has the highest occurrences, do those cause a change in meaning, and do those cause unnaturalness of target language. The analysis was done by using a qualitative approach. Finally, she concluded that from eight common
problems, there are seven common problems occur in the process of content transfer. Only for common problems cause a change in meaning and three common problems cause an unnaturalness of the target language.

Limanto in Petra Christian University (2009) proposed the second previous study. Her thesis entitled *The Commonest Content Transfer Problems in the Translation of Overtones Text*. She analyzed the commonest content transfer problem occurred in the translated text of overtones from English into Surabaya variety of Javanese used by Chinese speakers. She also wanted to check whether the problem causes some effects on the original meaning. At the end of research, she concluded that there are one hundred and ten cases dealing with seven types of commonest content transfer problems. Then, there are fifty-two problematic sentences dealing with meaning change.

This study is different from the two previous studies. The difference is in the object of the study. The first researcher analyzed Indonesian translation entitled *Chicken Soup for the Unsinkable Soul*, whereas the second researcher analyzed the translated text of *Overtones* from English into Surabaya variety. Besides, the writer conducts this research by collecting data from *Ramona and Beezus* movie manuscript and its subtitle. Another difference is the writer wants to know how the translator can preserve the structural form of source language. The similarity between both of previous researches and writer is they used a translation theory by Nida and Taber (1969: 106-112), namely the commonest content transfer problems.
C. Limitation of the Study

In this research, the writer limits the problem in discussing English into Indonesian translation in movie subtitle entitled Ramona and Beezus. The movie was released in 2010. The writer analyzes all utterances spoken by the most major characters involved in the movie; they are Ramona Quimby and Beezus Quimby. Then, the writer focuses on the commonest content transfer problems theory by Nida and Taber (1969: 106-112).

D. Problem Statement

Based on the case in background of the study, the writer formulates three problems statements as follows.

1. What are the commonest content transfer problems occurred in *Ramona and Beezus* movie manuscript and its subtitle?
2. Does the translator change the meaning from *Ramona and Beezus* movie manuscript into its subtitle?
3. How does the translator preserve its structural form in *Ramona and Beezus* movie manuscript and its subtitle?

E. Objective of the Study

In this research, the writer formulates three objectives of the study as follows.

1. To classify the commonest content transfer problems occurred on *Ramona and Beezus* manuscript and its subtitle.
2. To clarify the translator changes the meaning or not from *Ramona and Beezus* movie manuscript into its subtitle.

3. To clarify the translator can preserve its structural form in *Ramona and Beezus* movie manuscript and its subtitle.

**F. Benefit of the Study**

The writer hopes that the research gives benefit. The writer differentiates this research paper into two benefits.

1. **Theoretical Benefit**

   The research hopefully enriches the translation theories especially in the commonest content transfer problem in movie manuscript and its subtitle. The result of the research can be useful to enrich the reader’s knowledge of the commonest content transfer problem in movie manuscript and its subtitle.

2. **Practical Benefit**

   The research is hopefully expected to:

   a. **The students**

      The students acquires the understanding a translation study about the commonest content transfer problems in movie manuscript and its subtitle.
b. The teachers and lecturers

The teachers and lecturers give additional references on a translation study about the commonest content transfer problems that can be applied in teaching learning process.

c. The translators

The translator can be more aware to eight problems in content transfer. It is more important to preserve the meaning than the structural form. If the translator can pay attention to those problems, so transferring the message of the source language can be done properly in the target language.

d. Other researchers

The research is useful for other researchers who interest in translation study about the commonest content transfer problems. It can be used as additional reference to conduct further research in the same context and case form different point of view.

G. Research Paper Organization

The organization of this research is explained in order the reader able to understand. This research paper organization is divided into five chapters.

Chapter I is introduction. It consists of background of the study, previous study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.
Chapter II is underlying theory. It deals with notion of translation, process of translation, method of translation, problem in translation, structural form, movie, and subtitling.

Chapter III is research method which discusses type of the research, object of the research, data and data source, method of collecting data, and method of analyzing data.

Chapter IV is research finding and discussion. It presents the research findings of the commonest content transfer problems, structural form and its discussion.

Chapter V is conclusion and suggestion.