

CHAPTER I

INTRODUCTION

A. Background of the Study

As an international language, English often becomes the object of research, particularly in the field of translation. Many Indonesian researchers are mainly concentrated on the translation between English and Indonesian. Translation is one of the ways to learn and understand English. The important thing in translation is that the translation must be natural without changing the meaning or the ideas. This translation becomes an effective tool to transfer technology and knowledge among nations in the world. It can be taken from translating a message from a source language into target language.

There are a large number of translated sources that have been produced by many translators. Those have been rendered into Indonesian by translator from different background knowledge in fact, the higher the translator's background knowledge, the better the translation quality.

In getting knowledge, people have some media as facilitation. They are textbook, television, radio, and film. Especially in film, translation does the function in subtitling to make easy the audience to get the message. The audience will interpret the meaning of the language used by the actor to analyze the characters and the plot of film. But the interpretation process will be a problem if it can not be interpreted well in order to get a good understanding.

Szakorkowska (2010) in her translation journal states that:

Films can be a tremendously influential and extremely powerful vehicle for transferring values, ideas and information. Different cultures are presented not only verbally but also visually and aurally, as film is a polysemiotic medium that transfers meaning through several channels, such as picture, dialogue and music. Items which used to be culture-specific tend to spread and encroach upon other cultures. (Szarkowska, 2010)

Films have more influences for human being and invite the people to learn or receive another culture. On balance, there is no universal and good-for-all mode of translating films. As stated above, the methods are dependent upon various factors, such as history, tradition of translating films in a given country, various audience-related factors, the type of film to be rendered, as well as financial resources available. What the primary importance here is the mutual relationship between the source and target cultures, as it will also profoundly influence the translating process.

The position of interpreters becomes very important in film industries. Not all the people understand with the conversation from the actor or the content of the film. The requirement a film can tell how interesting story and the message of the story are from subtitling which made by subtitler. But to become a subtitler, they will find some problems such as making subtitling readable and understandable although the subtitler has not known the background of the film. From this case, the writer wants to analyze the deleting strategy of the subtitler in interpreting the subtitling of a film.

Subtitle is sometimes added to films when they are released in a country with different language to that used in film. It has to be done in order to broaden the selling market of the film. Subtitle is also used in a variety of other films when some dialogues are spoken in a foreign language, the subtitles are often placed on the screen to enable the viewers understand what is said.

For making movie subtitle, interpreter has some strategies. There are condensation, expansion, paraphrase, transcription, imitation, dislocation, transfer, decimation, and deletion. From the strategies, interpreter can help the audience to catch the message. Because of that, the culture of the source language, idiom, and words are important thing by interpreter (Ghaemi and Benyamin, 2010).

Concerning to the fact above, the writer wants to analyze the deleting strategy of the interpreter to get understanding the subtitling of a film. Deletion is one of the subtitling strategies which are used by some words in the utterance.

The subtitler tries to produce brief subtitle for making easier the audience in dividing their attention between the image of film and the meaning of the language. If the subtitling is accepted by the audience, it will make the audience feels enjoy watching the film and feels comfort in understanding the film. Based on the reason above, it is interesting to analyze *A Subtitling Analysis on Deletion in Just Go with It Movie*.

B. Previous Study

In this case, the writer discusses the previous study. The first is Setyawan (UMS, 2010) who conducted the study entitled *A Subtitling Analysis of Swearing Words in 48 Hours Movie*. The purposes of this research are to describe the strategy of subtitling of swearing word in the *48 Hours movie* and to describe the accuracy of subtitling strategy of swearing word in the *48 Hours movie*. This research is a descriptive study by using a technique of collecting the data, classifying the data and followed by drawing conclusion based on the data analysis. The result of the data analysis shows that 1) the type of subtitling strategy come into four; deletion, paraphrase, transfer, and condensation. From the 86 data they are deletion strategy (28 data or 32,56%), paraphrase (28 data or 32,56%), transfer (10 data or 11,63%), and condensation (11 data or 12,79%) ; 2) deletion and paraphrase common as the strategy who have many data than the other ; 3) the accuracy of subtitling swearing words in *48 hours movie* is on accurate level because the accurate level have 39 data or 45,35% in result. While inaccurate data have 37 data or 43,02%. The accuracy of those strategy prove that the subtitling in *48 Hours movie* is accurate.

The research above is different from the reseacher that discusses about the deletion strategy. The source of the data is also different. This can prove the originally of this research.

The second research was done by Wahyuni (UMS, 2009) with her research entitled *An Analysis Variations of Demonstration Pronoun in Ms Wiz Goes Live A Story Book by Terence Blacker and Its Indonesian Translation*. The objective of the study are to classify the kinds of demonstration pronoun of English- Indonesian translation on *Mz Wiz Goes Live* story book written by Terence Blacker and its translation and to describe the accuracy of translating English into Indonesian in translation variation of Demonstrative pronoun in *Mz Wiz Goes Live* story book written by Terence Blacker. The method use a descriptive qualitative research. The result of the data analysis shows that, she finds 45 data, there are 9 translation variation of demonstrative pronoun **this** and **that**. Demonstrative pronoun **this** is translated into *ini* (24,5%), *beginilah* (2,3%), *sini* (2,3%), *itu* (2,3%), and referential subject or object (2,3%). Demonstrative pronoun **that** is translated into zero translation (31,2%), *begitu* (4,4%), *itu* (22,3%), and referential subject or object (8,9%). From 45 data, there are 28 or 62,3% data is accurate, 6 data or 13,4% are less accurate, 4 data or 8,9% are inaccurate and 7 data or 15,6% are not translated.

The researches above are different from the writer, because the data are different. The writer takes the translation analysis of deletion strategy while Wahyuni takes an analysis variations of demonstration pronoun.

C. Problem Statement

Based on the research background above the problems proposed in this research are:

1. What are the linguistic forms of deletion strategies in the subtitling of *Just Go with It* movie?
2. What are the equivalent and non equivalent after using deletion?

D. Objective of the Study

The objective of the study are as follows:

1. To describe the linguistic forms of deletion strategy in subtitling of *Just Go with It*.
2. To describe the number of subtitlings which are equivalent and non equivalent.

E. Limitation of the Study

The researcher limits the translation analysis of deletion strategy in subtitling of *Just Go with It* movie. The researcher focuses analysis only on the deletion strategy applied by the translator in translating subtitling of the *Just Go with It* movie. This limitation is done in order to get best result with sufficient energy, time and finding.

F. Benefit of the Study

There are two benefits in this study:

1. Practical Benefit

a. The English Teacher

The result of the study might be useful for additional information in teaching translation concerning deletion strategy.

b. The English Students

The result of this research can be useful as additional information in learning translation especially in deletion strategy.

c. The Subtitler

The result of the study gives benefit to the movie subtitlers in order to improve their abilities.

2. Theoretical Benefit

This research can add information in field of translation, especially when the language learner wants to carry out similar or further research about deletion strategy.

G. Research Paper Organization

In order to make this research is easy to follow. The writer organizes this as follows;

Chapter I is introduction. This chapter consists of background of the study, previous study, problem statements, objective of the study, and benefit of the study.

Chapter II is underlying theory. This chapter involves the theories that useful for conducting the analysis of the data. This part deals with Translation, notion of translation, process of translation, the principles of translation, definition of subtitling, Translation equivalence, Subtitling strategy, Deletion strategy, Linguistic form, and Just go with it.

Chapter III is research method. This chapter presents types of the research, data and data source, object of the research, method for collecting data and technique for analysis data.

Chapter IV is research finding and discussion. It discusses research finding and discussion. Chapter V is dealing with conclusion and suggestion. After chapter 5, the writers presents bibliography, virtual references, and appendix.