

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

As everybody knows that equivalence is an important thing in a translation of language. It has function in delivering the message/ information, either delivering proper or is not delivering proper from source language to target language. Equivalence is usually found in a translation of communication in the different language. It may English to Indonesia or vice versa and others. We can find it may be in daily life communication, movie, television, radio and other media. There is an impact if equivalence does not achieved, it can cause the information or message of source language (SL) to target language (TL) cannot be accepted well or occurred a miss understanding message/ information.

In television and movie we often find the words/ text in bottom of screen. It is a words/ text that are called subtitling which is made by subtitler. Subtitling can be defined the translated words from what is said in a film/movie into a different language and appear on the screen at the bottom of the television. In the film/ movie subtitling has function to make easy the audience/ onlooker get the message. So they can understand the meaning of the message. A good subtitler must be able to make subtitling understandable and readable.

In communication, it can be found spoken or written languages. In spoken language, they communicate orally. In daily life, human being gets used to find it on television, daily conversation between families, friends or others, radio, telephone and etc. In written language, they communicate unorally. In daily life, human being gets used to find in letter, e-mail, sms of phone and etc. In that communication, people can understand the information easily if it is found in their language. But, it can be so difficult if the information that people got is from the foreign language. Before understanding the information, people should interpret the meaning first. The interpretation process is a problem if it can't be interpreted well in order to get a good understanding. From television, in some movies, there is subtitling which is made by subtitler. Subtitling is words that translate which is said in a film or movie into a different language and appear on the screen at the bottom of the television. There are some problems which can be faced by the subtitler, such as making the subtitling readable although the subtitler hasn't known the background of the movie itself.

In subtitling, subtitler certainly has strategy or way to translate subtitling in order the subtitling is understandable by onlooker. And each subtitler may have different strategy or way to translate subtitling. For making subtitling understandable can be achieved by using some strategies such as transfer, paraphrase, condensation, imitation, deletion, and addition. These strategies are used by subtitler in order people can easier to get the message. The case above is a background why the researcher wants to make research

entitled equivalence strategy on subtitling of movie. The movie that the researcher wants to research is *Green Lantern*. *Green Lantern* is American superhero film based on DC comics character of the same name was written by Michael Green and Marc Guggenheim and rewritten by Michael Goldenberg. The movie was created in 2011. Below are some examples of subtitling. They are as following:

1. *Source language: Billions of years ago...*  
*Target language: Milyaran tahun lalu...*

In this subtitling, the subtitler translates the text with maintaining the form of text. The subtitler makes the subtitle readable and understandable. The phrase *billion of years ago...* is translated to *milyaran tahun lalu....*The subtitle strategy is used by subtitler includes transfer strategy.

2. *Source language: ... a race of immortals harnessed the most powerful force in existence*  
*Target language: ...Sebuah ras makhluk abadi memanfaatkan kekuatan terkuat yang pernah ada*

In subtitling above, the subtitler uses addition strategy, because the subtitler adds the information that is a word in the text, so the equivalence between SL and TL is achieved well. Text *... a race of immortals harnessed the most powerful force in existence* translated into Indonesia *...Sebuah ras makhluk abadi memanfaatkan kekuatan terkuat yang pernah ada*. The word *immortals* in the text gets an addition word *makhluk*. The strategy makes the subtitle readable and understandable easily by onlooker.

The subtitling above is the example of subtitling in *Green Lantern* movie that belongs to transfer and addition strategy. The reason why the

researcher wants to research this phenomenon is because the researcher wants to know the strategies is used by subtitler in translating the subtitling and getting equivalence between source language and target language of the movie. So, based on the phenomena above, the researcher wants to conduct the research entitled *Equivalence Strategy of Subtitling on Green Lantern Movie*.

## **B. Previous Study**

To prove the originality of the study, the researcher presents the previous research. The first research was conducted by Astria (UMS, 2008) with her research entitled *An Analysis on Deleting Strategy in Achieving the Equivalence in Subtitling of the Lord of the Rings; the Return of the King Film*. She analyzed the subtitling which used deletion strategy. The object of her research is Indonesian simple sentences. The subject of her research is *The Lord of the Rings; the Return of the King* film. The objectives of study are: to describe the form of deletion strategy in subtitling, to know the reason of the subtitler in using deletion strategy and to identify the equivalence and non equivalence between the source language and the target language in subtitling of *The Lord of the Rings; the Return of the King* film. The method that used in this research is collecting the data and analyzes them. In the research findings, there are 4 forms of deletion which are used by the subtitler in the subtitling. They are word, phrase, clause, and sentence. Second, there

are 22 subtitling which are readable. Third, there are 21 subtitling which are not equivalence.

The second research was conducted by Retno (UMS, 2005) with her research entitled *An Analysis of Translation Deviation in the Subtitling of film the Godfather*. She analyzed the form of translation deviation in the subtitling. The object of research is all sentences in the subtitling. The subject of her research is *The Godfather* film. The objectives of study are: to find out this number translation deviations found in the sub-titling of the film *The Godfather* and to describe the factors that make the translation deviate from the original script. The method that used in this research is collecting the data and analyzes them. The research findings are there are four categories of inaccurate translation. They are word, phrase, clause, and sentence. There are also four categories of untranslated. They are word, phrase, clause, and sentence. The second is that analysis translations of deviation in the sub-titling of film the Godfather are inaccurate translation and untranslated one. It can be known from 47 data, there are 19 data or 40.4% in classification inaccurate translation and 28 data or 59.5 % in classification untranslated.

Two researches above have similarity and difference with the researcher's research. The similarity between two researches above from the researcher's research is about data that is subtitling and the subject of the research namely movie or film. The difference between two researches above, the first is the movie which is taken as the subject. The researcher takes *Green Lantern* movie as the subject. Two previous researchers above, Astria

takes *Lord of the Rings; the Return of the King* movie as the subject and Retno takes *The Godfather* movie as the subject. The second is what the researcher identifies, Astria identifies deletion strategy in achieving equivalence in *the Lord of the Rings; the Return of the King* film's subtitling and Retno identifies translational deviation in *the Godfather* film's subtitling. Meanwhile in this research, the researcher identifies equivalence strategy (transfer, paraphrase, condensation, imitation, deletion, and addition) on subtitling of *Green Lantern* movie. Here, the researcher wants to know Equivalence Strategy is used by subtitler in translating the subtitling of *Green Lantern* movie.

### **C. Limitation of the Study**

There are some strategies that the researcher uses to analyze the subtitling of *Green Lantern* movie. They are transfer, imitation, condensation and paraphrase are written by Gottlieb (1992), addition is written by Nababan (1992) and deletion written by Baker (1992).

In this research, the researcher just focuses to analyze transfer, imitation, condensation, paraphrase, addition and deletion strategies that are used in subtitling *Green Lantern* movie. There is some reason why the researcher chooses those strategies that is (1) the researcher wants to know what the subtitler uses those strategies in translating the subtitling of *Green Lantern* movie (2) the researcher wants to know whether the subtitling of *Green Lantern* movie is equivalent or not.

#### **D. Problem Statement**

Based on the statement above, the researcher proposes problems as the followings.

- a. What are the strategies used by subtitler in six strategies subtitling the *Green Lantern* movie?
- b. How is the equivalence of the subtitling of the *Green Lantern* movie in source language to target language?

#### **E. Objective of the Study**

Based on problems above, the researcher reveals objectives of the study as the followings.

- a. to classify the strategies used in subtitling the *Green Lantern* movie, and
- b. to describe of the equivalent subtitling of the *Green Lantern* movie in source language to target language.

#### **F. Benefit of the Study**

The researcher hopes this research has benefits as the followings.

1. Theoretical Benefit
  - a. This research gives contribution in translation study especially in subtitling.
  - b. This research enriches the theories of subtitling films, especially from English film into Indonesian subtitle.

## 2. Practical Benefit

### a. The students

This research gives more understanding about equivalence strategy of subtitling in the film.

### b. The subtitler

This research gives more information about equivalence strategy on subtitling process.

### c. Other researchers

This research can be used as a reference to improve their research.

## **G. Research Paper Organization**

The researcher divides this research paper into five parts. They are chapter I is introduction which relates to the 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 related theory. It deals with translation which consists of notion of translation, types of translation, principle of translation, process of translation, subtitle and subtitling, equivalence which presents notion of equivalence, type of equivalence, and equivalence in translation; linguistic forms; and subtitling strategy.

Chapter III is the research method. It consists of type of the research, object of the research, data and data source, technique of collecting data, technique of analyzing data.

Chapter IV is research finding and discussion. The research finding contains of finding the strategies used to translate the *Green Lantern* movie and describing of the subtitling translation of the *Green Lantern* movie in source language to target language.

Chapter V draws conclusion and suggestion. After chapter V, the researcher encloses bibliography, virtual references, and appendix.