

CHAPTER I

INTRODUCTION

A. Background of the Study

English is the most universal language communication in the world, but not every people understand it. The communication is process of transferring the message by using media, it has two steps that is transmitting such as verbal or non verbal (written) and receiving such as reading or listening. The process of translating foreign language to native language or vice versa is called translation. Brisset (in Venuti 2000:343) said that “Translation is a dual act of communication. It presupposes the existence, not of a single code, but of two distinct codes, the source language and the target language”.

Translation is a process not only translate source language into target language, but also consider the structure and culture of the target language. Nida and Taber (1969:12) states that

translating consist in reproducing in the receptor language the closest natural equivalent of the source-language message, first in terms of meaning and secondly in terms of style. But this relatively simple statement requires careful evaluation of several seemingly contradictory elements.

Translation does not only replace the source language (SL) into the target language (TL) but also transfer the message from the source language (SL) to target language (TL) which suitable with the meaning of language. Bell (1991:6) explains “Translation is the replacement of a representation of a text in one language by representation of equivalent text in a second language”. Bell (1991:6)

clarifies that equivalence of text can be determined by different level and different class, as followed:

Text in different can be equivalent in different degree (fully or partially equivalent), in respect of different levels of presentation (equivalent in respect of context, semantics, of grammar, of lexis, etc) and at different rank (word for word, phrase for phrase, sentence for sentence).

On the other hand, translation has many strategies there are: addition, deletion, adaptation, adoption and shifts. The translation shift occur because there are different level translated between SL and TL. Newmark states (1988:55) that “A shift is a translation procedure involving a change in the grammar from SL to TL”.

Translation also divided into 4 major branch, there are Translation, Interpreting, Subtitling, and Dubbing. According to Shuttleword and Cowie (1997:161), subtitling refers to one of the two main methods of language transfer used in translating types of as audio-visual communication such as film and television.

Basically, noun phrase is a name of place, person, thing, etc. According to Morley (2000:53) “noun phrase has a noun or pronoun as its headword”. Noun phrase is groups of noun and modifier where the noun is as a head.

In this research, the writer will analyze translation of noun phrase in *Madagascar 3* movie subtitle. In translation of *Madagascar 3* movie, the researcher finds some translation variations into subtitle *Madagascar 3* movie of Noun Phrase. For example:

No : 002/MD3/SL1/TL4/NP
SL : Now, when was **the last time** you looked in the mirror?
TL : Sudah *berapa lama* kau tak bercermin?

The sentence **Now, when was the last time you looked in the mirror?** is translated into *Sudah berapa lama kau tak bercermin?*. The noun phrase **the last time** is translated into *berapa lama*. The phrase **the last time** consists of **the** (determiner) and **last** (adjective) as pre-modifier and **time** is a noun as head. So, it is clear that **the last time** as SL is the noun phrase. Then, *berapa lama* is the adverb phrase (adverb of time). So, the datum above shows that there is translation shift because the noun phrase is translated into adverb phrase.

The second example of noun phrase translation in Madagascar 3 movie is:

No : 005/MD3/SL1/TL4/NP
 SL : is it **the penguins**?
 TL : *Apa tentang penguin?*

From the datum above, in **the penguins** is translated into *penguin*. *The penguins* belong to noun phrase because it has **the** as pre-modifier and **penguins** is a noun as a head. So it is clear that SL **the penguins** is noun phrase. And the TL is *penguin* belong to noun. So, there is a shift translation because the noun phrase in SL is translated into noun in TL.

Based on the statement above, the researcher interested in studying *Madagasscar 3* movie because it is a children film that gives positive things for the kids who watch it. The movie tells the story of Alex, Marty, Melmon, and Gloria who stucj in Africa and they do anything to get back to the Madagascar Zoo in New York.

The first reason of choosing this research is the writer wants to analyze noun phrase in this movie using shift strategy. In this movie there are many sentences that contain noun phrases.

The second reason is movie. Movie currently becomes important factors for people to get a satisfying entertainment for the soul. Because of it, movies are needed by people in need of entertainment, so the film becomes the subject's needs of spiritual.

The third reason is not everyone knows about the storyline in the movies. By this analysis the writer hopes that the viewers get the benefits of *Madagascar 3* movie.

Based on the phenomena above, the writer will analyze about *Translation Analysis of Noun Phrase on Madagascar 3 Movie and Its Subtitle*.

B. Previous Study

This study deals with some previous studies. But it has differences in some matter. The previous studies will be mentioned here to prove that this research is different from other. The first previous study has been conducted by Sholaikah (UMS, 2008) entitled *translation Variation of English Noun Phrase in Sir Arthur Conan Doyle's Novel The Adventures of Sherlock Holmes and its Translation Petualangan Sherlock Holmesby Daisy Dinasari*. This study aims at classifying translation variation of English Noun Phrase, finding the most frequently translation variation meaning of English noun phrase, describing the appropriateness of translation English Indonesian noun phrase, and the pattern of

English noun phrase used in the novel *The Adventures of Sherlock Holmes* by Sir Arthur Conan Doyle and its translation *Petualangan Sherlock Holmes* by Daisy Dianasari. This study is a descriptive qualitative research. The data are sentences containing English noun phrase in the novel *The Adventures of Sherlock Holmes* by Sir Arthur Conan Doyle and its translation *Petualangan Sherlock Holmes* by Daisy Dianasari. The researcher uses documentation technique to get the data. The result shows that 1) There are 8 types of translation variation meaning of English noun phrase, namely: English noun phrase is translated into noun, English noun phrase is translated into noun phrase, English noun phrase is translated into noun clause, English noun phrase is translated into adjective, English noun phrase is translated into adjective phrase, English noun phrase is translated into verb, English noun phrase is translated into verb phrase, English noun phrase is translated into adverb phrase. 2) The dominant translation variation of English noun phrase in novel *The Adventures of Sherlock Holmes* is *English noun phrase which is translated into noun phrase that covers 68 data out of 99 data or 68,7% belong to this classification*. 3) Based on the appropriateness of translation variation of English noun phrase in novel *The Adventures of Sherlock Holmes* includes 58 data or 58,6% out of 99 data belong to appropriate translation, while 41 data or 41,4% belong to inappropriate translation. 4) There are only 6 patterns which are used in English noun phrase covered in the source novel, they are: adjective + noun, adjective compound + noun, adjective phrase + noun, participle + noun, -s genitive + noun, noun + noun.

The second previous study has been conducted by Pratiwi (*UMS, 2012*) entitled *A Translation analysis of Noun Phrase in Inside the Kingdom's Novel by Carmen Bin Laden and Its Translation*. The objectives of the study are to classify the translation shift of noun phrase and to describe the equivalent translation of noun phrase in *Inside the Kingdom's* novel by Carmen Bin Laden. This research belongs to a descriptive qualitative study which takes a document oriented as the method of collecting data. By this method the writer uses translation done by *Inside the Kingdom's* novel by Carmen Bin Laden as the data source, and the data taken are sentences that containing noun phrase which happened translation shift. As the comparison, there is the translation in both English and Indonesian. The results of the research show that first, the translation shift is divided into 2 types: level shift (noun phrase are translated into adjective and verb) and structural shift of noun phrase (noun phrase are translated into prepositional phrase, adjective phrase, verb phrase, and noun phrase are omitted). Second, the translation is equivalent and non-equivalent translation. The level shift of noun phrase covers around 10 data or 20,8 % where as the structural shift of noun phrase covers around 38 data 79,2 %. Lastly, there are 32 data or 66,6 % equivalence translation and 16 data or 33,4 % non-equivalence translation.

The similarities of the research with the previous studies are: it focuses on the noun phrase and used the printed media as its object. The difference of this research with the previous study is the object of the research is English and Indonesian subtitle of *Madagascar 3* Movie.

C. Limitation of the Study

This research is only limited the translation analysis of noun phrase. The data will be taken from *Madagascar 3 Movie subtitle* produced by Dreamworks Animation SKG. The data will be analyzed using the Theory and Practice of Translation written by Nida and Taber (1969) and A Linguistic Theory of Translation written by J. C. Catfort (1965).

D. Problem Statement

Based on the phenomena above, the problem statement are:

1. What are the translation shift of noun phrase in *Madagascar 3 movie*?
2. How are the equivalence of translations of noun phrase in *Madagascar 3 movie*?

E. Objective of the Study

Based on problem statement above, the writer has the following objective as follows:

1. To classify the translation shift of noun phrase in *Madagascar 3 movie*.
2. To describe the equivalent translations of noun phrase in *Madagascar 3 movie*.

F. Benefit of the Study

From this research, the writer hopes that this study has benefit for the readers. Thus, the significance of this research may include the followings:

1. Theoretical Benefit

The result of this research can give the additional information in linguistics especially theory of translation.

2. Practical Benefit

a. The Other Researcher

The result of the study can be used to stimulate other researcher to conduct further research related to this research from other points of view.

b. The Researcher

The research findings will give benefit to the users of translation analysis of Noun phrase in *Madagascar 3 movie* subtitle for adding their knowledge.

c. Lecturer

The result of this research can give the additional information for the lecturer in teaching linguistics especially theory of translation

d. Reader

The researcher hopes that all of the readers are able to translate equivalent and shift analysis to make further research.

G. Research Paper Organization

Research paper organization is given in order that the readers could easily understand the context of the research paper. In this case, the researcher organizes her research paper into five chapters.

Chapter I is introduction. It covers background of the study, previous study, problem statement, objective of the study, limitation of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. It delivers of notion of translation, types of translation, process of translation, translation equivalence, translation shift, linguistic units, noun phrase, and subtitling.

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

Chapter IV presents research finding and discussion.

Chapter V is conclusion and suggestion.