CHAPTER I
INTRODUCTION

A. Background of the Study

Brislin stated that the translation is the general term reffering to the transfer of thought and ideas from one language (source) to another (target), whether the languages are in written or oral form; whether the languages have established orthographies or do not have such Standardization or whether one or both languages is based in signs, as sign languages of the deaf. Translation shift translate changes in SL and TL because of differences in the rules of grammar (Brislin, *Translation Applications and Research* 1976:1).

In the program of event associated with English as the film will be associated with translation. For example, in a talk show sometimes people need a translator to interpret conversations that people are easy to understand the meaning. Of interpreting, people also know about subtitling. Subtitling is words that translate what is said in a film or film into different languages and appear in the bottom of the screen (this advanced Learner Oxford Dictionary). Subtiltes can be a form of written translation of the dialogue in the same language, with or without translation strategies information to help viewers who are deaf and hard of hearing to follow the dialogue. According to research, subtitling translation is the written text of which is usually used in translating the British Film and typically appear below the screen simultaneously with the dialogue in the source language.

Translation helps people who cannot speak language can understand the message or the meaning of the language. By translation, people who can not speak the language can know the meaning of the langauge because the function of translation is to change something writer or spoken of the source language into the target language. In addition, translation can be called as one effective way for the readers to undertsand the core of a story easily.

In the area of translation, there are interpreting, dubbing and subtitling. Interpreting and subtitling are a process of translation from spoken language into another spoken, while the process of subtitling is from spoken language into writen language. A work which usually uses subtitling is a movie. Because of the differences cultures and language between the country with another countries, for example English and Indonesian, subtitling is important to understand the meaning of movie so the movie viewer can understand the story.

In subtitling, there are at least two different types of language, there are the source language and the target language e.g English language and Indonesian. Sometimes, it is not easy for a subtitler to translate the source language (SL) into the target language (TL) becaouse he/she has to consider the product of his subtitling.

The writer focuses the analysis on the *Dark Shadows* script movie. She will be to analyze kind of subtitle startegies by sibtitler in Dark Shadows script movie. She will find some TL uncorrectly with SL in the script. Although, TL is appropriate with the story it.

In the subtitling of Dark Shadows movie, the researcher finds that the subtitler used some strategies. One of them is deletion strategy, for instance:

SL: God help me if it another Bone Dry Pop Roasta
TL: Tuhan tolong aku jika ini selain Tulang Kering Pop Bakar

The example above gives an example of imitation subtitle strategy by Ghaemi and Benyamin (2010). Because SL and TL refer to typically with names of people or places. The subtitler translates to TL, but this sentence refers to name of place.

Not only with the imitation of subtitles, but there are also the transfer of subtitles. Transfer refers to the strategy of translating the source text completely and accurately (Ghaemi and Benyamin, 2010). In example of the text transfer was found in a movie called *Dark Shadows* is:

SL : Not all was darkness, I have found my one true love
TL : Tidak semua dalam kegelapan, aku telah menemukan satu cinta sejatiku

In the example above, the subtitler translates to TL was accurately and completely from SL. In order the meaning can be understood by the reader. The subtitler translates to TL one by one word, so TL is meaning completely and correctly this SL.

Subtitler can try to produce a brief caption to make it easier from SL to TL. This proven provides good subtitling affect the success of the film. To demonstrate the role of subtitle strategy, this study analyzes the subtitle strategy used subtitler in Dark Shadows movie. Therefore, the title of this paper the authors study **Strategies Used by Subtitler in *Dark Shadows* Movie (2012).**

B. Previous Study

In this case, the author discusses the previous studies. The first is Windarta (UMS, 2008) who conducted the study entitled *An Analyze of Condensation Strategy in Subtitling of Pirates of the Caribbean:* ***The Curse of the Black Pearl Film***. She analyzes the subtitling which used condensation strategy. The research shows that the subtitles used condensation strategy in making subtitling, the writer knew the reason of the subtitles used condensation strategy, and some condensation sentences are non equivalence.

The second research was conducted by Astria (UMS, 2008) with her research entitle *An Analysis on Deletion Strategy in Achieving the Equivalence in Subtitling of the Lord of the Rings:* ***the Return of the King Film***. She analysed the subtitling which deletion strategy. The object of the her research is Indonesian simple sentence. The subject of her research is The Lord of the Rings: the Return of the King Film. The objectives af study are to discribe the form deletion strategy and to identify the equivalence and non equivalence between SL and the TL in subtitling of The Lord of the Rings: the Return of the King Film. The method that used in this research collecting the data and analyze them. In the research finding there are 4 forms of deletion which are used by the subtitler in subtitling. The are word, phrase, clause and sentence. Second, there are 22 subtitling which are readable. Third, there are 21 subtitling which are not equivalence.

Previous researchers have a common object of the study of subtitling. The differences from previous studies are the kind of subtitle strategy. The study also learns about it. Differences in the study of the above research are the source of research data and strategies taken from the movie called *Dark Shadows*.

C. Problem Statement

Based on background research the problems in this study is:

1. What are the strategies used in the subtitle of *Dark Shadows* movie?

D. Objectives of the Study

The purposes of this research are as follows:

1. To clasifying the strategies used in the subtitle of *Dark Shadows* movie.

E. Benefit of the Study

There are two benefits in this study:

1. Theoretical benefits

    a. Students: This study may add to the information in the field translation, especially when language learner wants to do similar research or futher on the translation strategies.

    b. Teacher: This research may add information to lecturers in order to provide benefits in the transfer of knowledge to the students in the field of translation.

2. Practical benefits

    a. Other researchers: This study can be used to add a reference in order to enchange their research.

    b. The subtitler: This study provides further information about the translation strategies of the subtitling process.

    c. The reader: This reader provides further understanding of translation strategies in film subtliting.

F. Research Paper Organization

The writer divides this research into five parts. They are chapter I is introduction such as 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, types of translation, subtitle, subtitle strategy, and review of *Dark Shadows* movie.

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

Chapter IV is research finding and discussion. It presents the data analysis which describes the subtitle strategy by subtitler in *Dark Shadows* movie.

Chapter V is conclusion and suggestion. After chapter V the writer adds bibliography, virtual reference and appendix.