

CHAPTER I

INTRODUCTION

A. Background of the Study.

A Creative teacher makes variations in his teaching and learning process. One of the variations is media of learning process. Movie could be an interesting medium. This glance emerges because, a movie has been believed as a source of entertainment, and information. Function of movie as entertainment is proved in the interest of many people watching movie. They like watching it to get some pleasure or just to refresh themselves from their daily activity. Today, the facility of society watching movie becomes easier such as the society can watch movie in not only the theater but also internet, VCD and DVD. Another function is as a source of information. Some movies tell true stories. The story could happen for years, movie makers will make the story short and interesting. The information that is imaged in the movie is obtained gets from some research process and formulates the information simple and understandable. The expectation is that some representative scenes will image overall information. As movie has been believed to be a source of information, it will influence the faith and opinion of watchers. For example, G30S PKI movie is believed as an image the real condition, so this movie influences paradigm of the watchers about PKI. In language learning field, the

sentences in the actor's dialogues could be a source of information too. Their pronunciation and the structure of sentence is part of language learning. However when the learners study about the content of the story, they should understand the meaning of the actor's dialogues.

Most movies use English language, because the language that has been convinced as an international language is English. So the movies have broad markets to be watched all over the world. However, the viewers of movie come from different countries that have different language background. Therefore, movie needs media in order to make the viewers understand the movie. According to Bell, translation is a process which transforms a text originally in one language into an equivalent text in a different language, but does not change the content of the message and the formal features and functional rules of the original text. It is a proof translation is the media.

The method of translating the dialogue, is divided into dubbing and subtitling. Nearly most films use subtitling as a method to transfer the meaning. According to Ghaemi and Benjamin (2010), subtitling has the quickest method and the most economical to implementation. The production process of subtitling only needs one person to translate the language, and it is delivered on the text. On the other hand, dubbing needs not only the translator, but also some people that are appropriate to change the voice of each character. This advantage of subtitling is the reason of

studios and film industries choose this tool. This process starts with the dialogue of actors and actresses, and ends with the audience being presented human readable text as subtitles on the movie screen. The requirement of a film can tell how interesting the story and the message of the story are from subtitling which is made by subtitler. It shows that the position of a subtitler becomes a very important part in film industries.

The subtitling has limitation to write in the screen. The rule of limitation subtitling is very necessary in order to the picture and the dialogue can match. The effect of synchronization of the subtitling is that the audience can enjoy watching the movie. Therefore, readable and understandable should be applicable in the subtitling. The function of readability is making easy the audience 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. However, the interpretation process will be a problem, if it cannot interpret well in order to get a good understanding. The target language, which has been transferred should be evaluated in order to check the accuracy. The message of the source language should be transferred correctly to the watchers. The accuracy in the process of transferring sometimes finds problems in getting the same meaning in order to deliver the message. According to Ghaemi and Benjamin (2010) translation not only transfers information, but also makes sense to the reader. Another factor that supports success of subtitling is the

acceptability. The acceptability of the target language is not easy to reach, because the translator has to master the culture of both source language and target language. If the translator can master it, they can produce subtitling with natural forms of the receptor language in a way that is appropriate to the kind of text that has been translated. It means natural subtitling will not disturb the viewers, because the subtitling does not notice them. In the process of understanding dialogue of the movie, translators should analyze from source language and target language text outside the aspect of text called context.

Context is needed to interpret utterances or sentences from source language to target language, because without context, the sentences could have variation meaning. The Context that usually analyzes is situation context and cultural context. Situation context will analyze the speaker, the hearer, condition and place of the phenomenon. Various factors interrelate with a language to generate meaning studied by a range of disciplines. Sentences or utterances could have different meaning, if the speaker says in different places. For example, "Hallo" is greeting when someone say it in the first meeting with friend. But the utterance "Hallo" will have meaning "silent" if someone say it when in the presentation, and the audience talk to one another. In order that the translator more understand about dialogue that has relation with context, study about pragmatic is needed.

Schiffrin defines pragmatics is the study of the relation of signs to interpreters. The translator uses interpret in the process of creating subtitling. So pragmatics studies will help make inferences about meaning. When someone interact with others, it will create communication, the dialogue in the movie represents daily human communication. The most common form of communication is conversation. Levinson (1983: 284) defines conversation as the familiar kind of talk in which two or more participants freely alternate in speaking, which generally occurs outside specific institutional settings like religion services, law courts, classrooms, and the like.

Some people expect conversation activities and efficient language. However, in the society phenomenon about some people blatantly say unclear utterance and wish the hearers could infer them by themselves. This phenomenon is called maxim flouts. Some movies tell story about daily life, such as romance, comedy, and drama. The examples of the movies are *A Cinderella Story* and *The Perfect Man*. *A Cinderella Story* Movie tells about teenager student's life that is trying to pursue her dreams. *The Perfect Man* tells about a teenage girl that lies to her mother in order that her mother dares to face the real life. The examples of maxim flout analysis found in *A Cinderella Story* Movie and *The Perfect Man* are:

Dialogue 1

Sam : So who'd you guys pay to make your cars so dirty?
Jadi, siapa yang kalian untuk membuat mobil kalian begitu kotor?

Gabriella: ***Excuse me? Like, what are you, the dirt police?***
Maaf? Memangnya kau siapa, polisi kebersihan?

In this situation, Sam meets her step sister in the car wash, their car is very dirty. Brianna and Gabriella are Austin lover. They make their car dirty in order to meet Austin, the body president in their school and also the son of the car wash owner. Sam sees unnormal dirt on their car, ask to them. But Gabriella responses to Sam's question is not relevant. Gabriella wants to say "shut up" to Sam, in order that Sam does not disturb their effort to get closer to Austin.

Dialogue 2

Man : You're a Jets fan, right?
Kau penggemar JETS, benar?

Lance : ***Oh my God, hello! I live for West Side Story.***
Astaga! Aku hidup untuk West side story

Holly and Amy make a chaos in Ben's restaurant. They want Ben and Jean not to meet in order that no one knows Holly's lie. Amy invites fans of Jets (football club) to get free beer. When they are waiting for the beer, a man asks Lance. And then Lance answers with irrelevant sentence that implies he is not a fan of Jets. It proves, he flouts the maxim of relation.

The previous researches about maxim flouts are Napis research (2008) that analyzed maxim flouts in movie, Pop (2010) that analyzed maxim flouts in magazine advertisement, and Alduais (2012) analyzed Maxim flouts in Yemeni dialect at IBB City. The previous studies only focused on maxim flouts, but they do not analyze the translation of maxim flouts. Moreover, Maslahah (2010) studied deletion strategy in subtitling movie, Ghaemi and Benjamin (2010) also studied about subtitling strategies in five movies, Sumardiono (2011) studied translation implicature in the novel, and Supana (2012) studied about translation of cohesion in the novel. Those previous studies only focused on translation field, but do not study maxim flouts. The position of this research is enriching research about pragmatic especially in maxim flouts, and translation field.

Moreover, analysis of maxim flout in the subtitling can help the subtitler to analyze the intention of the speaker. The researcher wishes analysing of this movie to increase the knowledge of subtitler, so they can produce subtitling that is readable, accurate and acceptable, especially dealing with maxim flouts case. Researcher also wants this research to enrich research about translation and pragmatic.

B. Problem Statement

This research has four problem statements that investigate the following points:

1. Are there any maxim flouts in subtitling *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian?
2. How is the accuracy of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian?
3. How is the acceptability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian?
4. How is the readability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian?

C. Objective of Study

The objectives of this study are as follows:

1. to describe whether or not maxim flouts found *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian,
2. to identify the accuracy of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian,
3. to describe the acceptability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian, and

4. To describe the readability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English into Indonesian.

D. Benefit of the Study

There are two benefits in this study:

1. Theoretical Benefit

- a. This research can add information in the field of subtitling and pragmatics, however the text could convey accurate, acceptable, and readable.
- b. This research can enrich information about maxim flouts that help for analyzing implicate meaning in the utterance.

2. Practical Benefit

- a. Students

This research gives more understanding about maxim flouts in subtitling.

b. Lecturer

This research can add information in order to give benefit in transferring knowledge toward the student in the field translation and pragmatics.

c. Subtitler

This research gives more information about translation of maxim flouts on subtitling process.

d. Other Researchers:

This research can be used to add reference in order to improve their research.

E. Research Paper Organization

This research consists of five chapters that explain translation of maxim flouts in *A Cinderella Story* and *Perfect Man* Movie.

Chapter I provides background of the study, problem statements, objective of the study, the benefit of the study, and research paper organization.

Chapter II discusses underlying theory. It presents to notion of translation, process of translation, type of translation, subtitle, subtitling strategies,

standardization of subtitling in Europe, pragmatics, implicature, maxim flouts, accuracy, acceptability, readability, the short story of *A Cinderella Story* and *The Perfect Man* movies. The last part of this chapter shows previous study.

Chapter III discusses the research method. It deals with of type of the research, object of research, data and data source, data validity, technique of collecting data, and technique of analyzing the data.

Chapter IV presents research finding, and discussion based on problem statement:

Firstly, it presents classification of maxim flouts in subtitling *A Cinderella Story* and *The Perfect Man* Movies from English to Indonesian. Secondly, it explains the accuracy of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English to Indonesian. Thirdly, it analyzes the acceptability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English to Indonesian. Fourthly, it describes the readability of maxim flouts translation in *A Cinderella Story* and *The Perfect Man* Movies from English to Indonesian.

Chapter V is closing. It covers conclusion, suggestion, and pedagogical implication.