CHAPTER I
INTRODUCTION

In this chapter, the researcher tells about background of the study, limitation of the problem, problem formulation, objectives of the study, significances/benefits of the study and the last is definition of key terms.

A. Background of the Study

Translation is a written medium and useful connection which can be used to communicate with other people in different language, culture and background. By the existence of translation, it can help the people to share any perspective in this world. People are able to share information, knowledge, ideas, and lots of things to each other, so that the others can understand about what the language that is being used by the speaker. Translation is one best way to solve the problem of communicating in any kinds of languages in this world, but the fact is translation demands people to master at least two or more language to conduct it (Herman, 2015: 1).

There are many differences both source language (SL) and target language (TL) like the structure of the source and the target language/ text, the culture and the style. Therefore, translation is very useful for people who do not have good ability in understanding certain source language, so they need help to translate it into the target language well. As there are many
Translation products which can be found the people in everyday life, therefore translation needs specific knowledge and ability of both SL and TL.

Pinchuck in Suryawinata and Hariyanto (2003: 13) states that translation as a process of finding a target language (TL) to be equivalent toward the source language (SL) utterance. The equivalence in translation is the closest target language with the source language which is used by the translator in the translation. The equivalence in translation can be reached by mastering the language skills. In finding the equivalence, the translators also need to study some linguistics theories related to the translation study before they do the translation works.

Because of the translation is like a product, so that the content, message or intended meaning in target language (TL) have to be same or similar with source language (SL). Therefore in translation, equivalence needs to make the product of translation appropriate or suitable with the source language (SL). The important of translation from the source language into the target language is not only for scientific work such as in article, book, newspaper, magazine, journal, textbook and so on, but also in non-scientific work, for example it can be found in literature work such as novel, poetry, prose, drama, short story, movie or film etc.

Since there are some different system and structure between those languages, Translation is not an easy thing to do, as it is difficult to establish its equivalence, such as in English language change into Indonesian language or Indonesian change into English The system and structure in SL and TL
may become the obstacles if the translator faces difficulties to discover the equivalence of both languages. For example, English is the source language (SL) that may have been translated into Indonesian as the second or target language (TL) that is structured and translated by the translators. It is become essential when a translator can transferred the translation appropriately.

In translating a text, a translator should convey the message of the source language into the target language. Hatim and Mason (1997: 1), states that the translator both a receiver and a producer. While, the translator’s task is to understand a written text (source text) and then to transfer the meaning to the target language in a written form. While, the other explanation is added by Catford (1964: 12) that states the goal of translator is to keep the meaning of the translation to be constant. Translator does not just transfer each words in source language (SL) into target language (TL), but a good translator must skillful in translating the SL into TL without reducing, adding or changing the purpose and message in target language (TL), then the meaning and message can be implied into target language well, so the reader can understand the about what is translated by translator.

One aspect of the linguistic problems that should be mastered by a translator is the structure, meaning the sequence of linguistic units which have relationship to each other. Translator who translates English into Indonesian text has to be competence in mastering both English and Indonesian language structure. So that, they can transfer the same meaning correctly and appropriately using the suitable structure in the target language.
It will make them capable in understanding the meaning embedded in the text accurately, in resulting the translation to be natural, then in making the translation to be readable by the reader.

Therefore, the translator can transmit the SL to the TL text by using some translation techniques in making the readers can understand about the translation in the target language. Translation techniques can be defined as a way to transfer the meaning from the source language (SL) to target language (TL) based on micro unit (word, phrase or clause or in sentences), which influence the result of translation (translation product).

Molina and Albir (2002: 499) defines that translation techniques allow the people to describe the actual steps which taken by the translators in each textual micro-unit and obtain clear data of the general methodological option chosen. In simple words, translation technique is the procedure to analyze and classify the way of equivalence can happens and it can be applied in whatever lingual terms. Translation technique also is called as the realization of the decision, making process, where the product of translation can be identified on the translation result.

Substitution; Transposition and Variation. The translators can use some variations of translation technique in any product of translation such as in translating subtitle of any kind movie.

Subtitling is one method of language transfer in translation types of mass audiovisual communication such as movie or film and television. Gottlieb in (Ghaemi and Benyamin, 2010:41) states that subtitling is defined as the rendering of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen of movie in synch with the original verbal message.

While, subtitle is a conversation or dialogue in movie which is translated in the bottom screen of the movie, so that translation of subtitle movie is important role to be done by the translator. It is needed to deliver the message for the audiences or viewers of the movie who do not understand about the meaning and intended message of film without its translation. Translating for subtitle movie involves taking spoken dialogue as input and producing written text as output. The subtitles should be meaningful to the target language (TL) of the audience in relation to the particular scene which is being shown on the screen movie.

Chang (2012) states that movie is a kind of multimedia, both a visual medium and an aural one. Although in every film or movie, the director uses their own native language in their film, it is not to be a big problem since it can be translated into target language. Therefore, subtitles can help the audiences learn the foreign language through a movie. There are many genre
of movie can be chosen by the translator to translate the subtitle film, such as action, adventure, animated or cartoon, comedy, documentary, drama, tragedy, horror movies, romantic comedy (romantic-comedy), romantic, science fiction, thriller fantasy etc. The subtitle of movie can be formed in foreign language, both in English and in Indonesian language or vice versa. It can help for understanding the movie and make easy to audience understand about the movie. The audiences or viewers can more understand about the message of movie when subtitle appeared on below of the screen.

Doraemon is one of popular movie which contains many subtitles which can be translated by the translator. Doraemon is a cartoon (animated) movie which is written by Fujio F. Fujiko and it is adapted from the Japanese anime series of "Doraemon", a Japanese national institution. A master of his craft, Fujiko's work has made a lasting impression on the world of manga, and even after his death continues to be loved by young and old people.

While, “Stand By Me” Doraemon is a movie-length version of the first ever Doraemon manga series that describes Nobita and Doraemon's day-to-day life. This movie is the last episode of Doraemon series which is made to commemorate the 80th anniversary of Fujiko's birthday. In “Stand by Me” Doraemon movie, Doraemon (main character) has been sent back by Nobita’s great grandson to help change the future for the better. Furthermore, the directors have taken a step away from previous Doraemon movies, which up until now have depicted the characters (Japanese children) jumping from the everyday into a world of adventure and future life.
“Stand By Movie” is a big commercial success in Japan. It is ranked at number 1 in the box office charts for 5 consecutive weeks. It is the second highest-grossing Japanese film for 2014 in Japan with a box office total of 8.38 billion Yen. In 2015, it won the Japan Academy Prize for Animation of the Year at the 38 Japan Academy Prize Association. The movie, also is one of the film which is shown at the Tokyo International Film Festival the year (2014). It is also become top selling animations DVDs in Japan (2015). The movie also got some awards such as In 2014, at Nikkan Sports Award (for Director Takashi Yamazaki), in Japan Media Arts Festival-Animation (as animated featured film) at 2014, Lumiere Japan Awards Grand Prix (2014), in 38th Japan Academy Prize: as Outstanding Animation 92015) . In 2015, at Tokyo Anime Award Festival 2015 as Animation of the Year. at 20th AMD Awards as Digital Media Award (2015), at Yubari International Fantastic Film Festival as VFX Japan Award for Ryuichi Yagi (2015) and in 3D Film Award, category Jury Award for Foreign Animation (2015) etc.

“Stand By Me Doraemon" is the first Doraemon movie ever to be made in full 3D movie. It is the first 3D computer animated feature of Japanese film and it is directed by Takashi Yamazaki and Ryūichi Yagi who have directed a number of masterpieces of Japanese cinema. The movie is released on August 8, 2014 in Japan. The original dubbing of the subtitle movie is Japanese, then an English dubbed version released in the film at the Tokyo International Film Festival on October 24, 2014. Then the film is released in Indonesia on December 18, 2014 then followed by its Indonesian dubbed version.
“Stand by Me” Doraemon is well-loved in the world. Based on the survey in the world, during the released of the movie, the audiences are consisted of 20.4% are children, 21.5% are in their 20s, 20.4% were in their 30s, 20.4% are in their 40s. 47% are male while 53% were female. “Stand by Me” Doraemon movie released at 59 countries in the world (Such as in China, South Korea, Taiwan, Hong Kong, Macau, Singapore, Malaysia, Brunei, Vietnam, Thailand, Lao, Cambodia, Myanmar, Philippines, Indonesia, India, Nepal, Pakistan, Bangladesh, Sri Lanka, Maldives, Bhutan, Algeria, Afghanistan, Bahrain, Chad, Comoros, Djibouti, Egypt, Eritrea, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Marocco, Oman, Palestine, Qatar, Saudi Arabia, Somali, Sudan, South Sudan, Syria, Tunisia, United Arab Emirates, Sahara, Yemen, Iran, Ethiopia, Italy, San Marino, Vatican, Malta, Monaco, Switzerland, Spain, France and many more

“Stand by Me” movie is one of popular movie of Doraemon series which has duration time longer than usual, it is about 1.30 hours or 90 minutes and contains many subtitles to help the audiences in the different age to understand about the story of movie. In that movie, the translator also uses any type of translation technique in the subtitles in order to the audiences or the viewers can be easily to get the meaning of each utterance in the movie. Below, some example of subtitles which contains of translation technique in “Stand by Me” Doraemon, they are as following:

1. Subtitle number 374
   Source Language (SL): It's not that different.
   Target Language (TL): Itu tak jauh berbeda
Based on the data above, the translator translates *It's not that different* in SL into *Itu tak jauh berbeda* in TL. From this example, it can be seen that the translator uses the translation technique of amplification (addition/subtraction). The translator adds the word *jauh* (as adverb) in TL. This addition emphasize about what is being spoken by the speaker and the listener in the dialogue.

2. Subtitle number 138
   Source Language (SL): *It hurts. I'm not dreaming.*
   Target Language (TL): *Sakit. Aku tak sedang bermimpi.*

   Based on the data above, the translator translates *It hurts. I'm not dreaming* in SL into *Sakit. Aku tak sedang bermimpi* in TL. From this example, it can be found that there is reduction of word *It hurts* in SL is changed into *Sakit* in TL. The translator uses the translation technique of Reduction (omission/elimination). Translator reduces or eliminates word *It* in TL. The word it is not translated / conveyed in the TL. If the utterance in SL translated literary or fully translated word for word, it will be different because pronoun *it* refers to ‘thing’.

3. Subtitle number 32-SBM-D
   Source Language (SL): *It's none of your business.*
   Target Language (TL): *Ini bukan urusanmu.*

   In data above, the translator translates *It's none of your business* in SL to be *Ini bukan urusanmu* in TL. From this example, the translator uses the technique of Established Equivalence. The translator uses the expression
which is recognized in language use or everyday use in daily conversation such. This expression is to notify someone not to get involved in whatever the situation is or what persons are talking about. It is also used when a person abruptly joins the conversation between the speakers.

Based on the explanation above about translation and subtitle, also the example of subtitles, the writer is interested to analyze the translation of English to Indonesian subtitle movie of Doraemon “Stand by Me” movie. The writer tries to find the translation techniques which are used by the translator in translating its subtitle which influence the result of translation. The writer analyzes and classifies it based on the theory of translation technique. The writer also tries to determine the most dominant type of translation technique as found in the movie. Then the writer also describes the quality of the translation in the term of accuracy, acceptability and readability. The writer finally decided the title of this thesis is “TRANSLATION TECHNIQUE OF ENGLISH TO INDONESIAN SUBTITLE IN DORAEMON “STAND BY ME” MOVIE”.

B. Limitation of the Problem

In order to focus on the topic of research in this thesis, the writer limits the scope of this study. It makes the problems, description, analysis and explanation in this research are not too wide to be explained or described, so that the research can be effective to be understood by the readers.
The writer chooses the Doraemon movie because it is one popular cartoon movie which is played in Indonesian television channel. The movie also deliver many messages and moral values to its viewers. Doraemon movie has many characters which is dominated by children, but it has many viewers in the different age in Indonesia. While, the writer chooses “Stand by Me” Doraemon because it is first 3D computer animated feature of Japanese film based on the Doraemon manga series and is directed by Takashi Yamazaki and Ryūichi Yagi who have directed a number of masterpieces of Japanese cinema. This film has original dubbing in Japanese, then it is released in Indonesia on December 18, 2014. Because of it is released in Indonesia, then the movie is followed by Indonesian subtitle version. So that, the movie contains of bilingual subtitle (both English and Indonesian subtitle) which can be found in the bottom of the screen. The movie also won many prize in Japan, as stated in the explanation before (chapter 1).

The writer concerns to the written text of English to Indonesian subtitle movie such as in form micro unit (word, phrase, clause and sentence) which is shown in Doraemon “Stand By Me” movie in the full movie (90 minutes). From English to Indonesian subtitle which can be found in the movie, the researcher analyze the types of translation techniques which are used, and the most dominant type of translation technique which is used by translator in the movie. The writer also finds out the quality of translation technique in source language (SL) to target language (TL) of “Stand By Me” Doraemon movie in the term of accuracy, acceptability and readability of its translation. In
describing the quality of the translation, the writer only takes sample 360 data subtitle of the movie in duration time 30 minutes. The writer chooses the beginning of movie because it tells more about the description of the whole story. The writer does not use all of the subtitles in the movie, because so many questionnaire which is distributed to the raters. Then, the description are not too wide explained in this research.

C. Problem Statements

Based on the background of the study above, the writer formulates the problems of this research as following:

1. What are the types of translation technique from English to Indonesian subtitle used in Doraemon “Stand By Me” movie?
2. What is the most dominant type of translation technique from English to Indonesian subtitle used in Doraemon “Stand By Me” movie?
3. How is the quality of translation from English to Indonesian subtitle of Doraemon “Stand By Me” movie in the term of accuracy, acceptability and readability?

D. Objectives of the Study

Based on the problem statements above, the writer determines the objectives of this research as following:
1. To classify the types of translation technique from English to Indonesian subtitle used in Doraemon “Stand By Me” movie.

2. To determine the most dominant type of translation technique from English to Indonesian subtitle used in Doraemon “Stand By Me” movie.

3. To describe the quality of translation from English to Indonesian subtitle of Doraemon “Stand By Me” movie in the term of accuracy, acceptability and readability.

E. Benefits of the Study

Having conducted the research, it is hopefully that the result of this research have some benefits or significances of study both theoretically and practically for some parties, as follows:

1. Theoretical Benefit

   The findings of the study can enrich the knowledge and information of the readers or viewers in general about translation and subtitling especially in translation analysis, such as in English to Indonesian subtitle, or Indonesian to English subtitle. Then the readers will able to recognize and analyze the all of information related to translation technique of subtitle movie and they can use the appropriate translation technique in analyzing subtitle of movie. They also can identify
translation of subtitle when they watch the movie to make them more understand about the movie which contains subtitles.

2. **Practical Benefit**

a. **For the Students**

   The result of this research will be able to help the students in studying linguistic such as in making subtitling, translating, analyzing translation, not only in cartoon or animated movie but also in many kinds of movie.

b. **For the Teachers**

   The result of this research as additional information and knowledge, which will be able to help the teachers to teach linguistic material to the students especially in teaching translation subject and material both in making translation of many kind of movie or film. They can also analyze translation which is used by the translator to their future study.

c. **For the Institution / School**

   The result of this research can become the reference (especially in library of the school or institution) for the students in conducting the research about the same topic. They can use it as guidance to enhance information and knowledge about translation and subtitling, also help them to do the same study or research but still in different perspective.
d. For the Other Researcher

The findings of this research become reference and guidance to the other researchers who want to conduct the same research. They can conduct study and the research about translation and subtitling, so that this research can be helpful and useful guidance for them, but still in different perspective of topic. They also can include this research as one of references in their bibliography.

e. For Translator

The findings of this research also can become the reference and guidance of the other translators to study translation both in subtitling of movie and translation of the subtitle, especially on English to Indonesian subtitle movie. Therefore they can deliver messages or intended meaning to the reader from the source language to target language appropriately.

F. Definition of Key Terms

There are some definition of key terms in this research according to the some experts, they are as following:

1. *Translation*: Newmark (1981:7) defines that translation is a craft consisting in the attempt to replace a written message and or statement in one language by the same message and/or statement in another language.

2. *Translation Technique*: Albir and Molina (2002:499) states that translation techniques allow us to describe the actual steps taken by the
translators in each textual micro-unit and obtain clear data about the
general methodological option chosen.

3. **Source Language (SL):** SL is a language which is to be translated into
another language (i.word.com/idictionary/source%20language, accessed
on April 13, 2015)

4. **Target Language (TL):** TL is a language which into which another
language is to be translated (i.word.com/idictionary/source%20language,
accessed on April 13, 2015)

5. **Subtitling:** Gottlieb (2004), says that subtitling is rendering of the verbal
message in filmic media in a different language, in the shape of one or
more lines of written text, which are presented on the screen in synch
with the original verbal message.

6. **Subtitle (Captioning):** Subtitle is derived from either a transcript or
screenplay of the dialogue or commentary films, television programs,
video games, etc. (en.Wikipedia.org/wiki/subtitle_(captioning)

7. **Movie:** movie or film or motion picture is a series of still images on strips
of plastic which, when run through a projector and shown on a screen,
create the illusion of moving images. (in en.m.wikipuote.org/wiki/Film,
accessed on April, 13 2014)

**G. Research Paper Organization**

This research paper organization is divided into five chapters. The
outline of this research is arranged systematically. The organization of
this research is explained in order the reader able to understand about the
thesis organization. In brief, the research paper organization can be arranged as follows:

CHAPTER I is introduction. It consists of background of the study, limitation of the study, problem statements, objective of the study, benefits of the study, definition of key terms and research paper organization.

CHAPTER II is underlying theory. It deals with notion of translation, notion of subtitling and about movie. This chapter also describe both theoretical and conceptual framework of the research in schema.

CHAPTER III is research method. It discusses the type of research (research design), subject and object of the research, data and data source, method of collecting data, validity data, and method of analyzing data, then the procedure of the research.

CHAPTER IV is research finding and discussion. It presents the research findings of the research problem, structural form and its discussion of the research.

CHAPTER V is conclusion and suggestion. It presents the conclusion of the research result and suggestion of the research. The research result is divided into classifying translation technique used, knowing the most dominant translation technique, describing the quality of translation. After that, the last parts are bibliography and appendices.