

CHAPTER I

INTRODUCTION

A. Background of the Study

Subtitling is the method of translation in the conversation from the movie that helps the viewer from another language understand the language used in the movie easily. Subtitling is not only useful for those who do not understand the spoken language but also those who are hard to hear and have trouble of hearing or deaf. In this modern era, film industry has recently become an extremely popular media to gather the audience. The film industry not only produced movies which has a good quality, but also faced a translation problem since only small presentage of the worlds's population understood english. Many people like watching movie. The movie is not only from our country but also from another country, but the problem in here is the language used in the movie is different from their language. People enjoy the movie when they understand what are spoken by actor or actress, because the dialogue is the crucial thing from the movie but the people will be helped with the translation in the screen that can be called subtitling. Subtitling will serve the translation of language from source language to target language clearly.

Cintaz and Remael (2014: 8) define that subtitling is a translation practice that consists of presenting a written text, generally on the lower part of the screen, that discursive elements that appear in the image (letters, inserts, grafitti, inscriptions, placards, and the like), and the information that is contained on the soundtrack (songs, voices off). Through subtitling, it will be easier for viewer to understand the content of the information given in English, especially for those who do not mastering English well, because it is translated in the target language, commonly the subtitling is written in the bottom of the screen. Karamitraoglou (2000: 5) defines "subtitling as translation of the spoken (written) source text of an audio visual product into

a written target text which is added on to the images of the original product at the bottom of the screen”.

Considering the function of subtitling in conveying certain information to the readers, it can be seen that subtitling is not an easy task because it deals with transferring thought and ideas have to be conveyed accurately so that the contents of the message or information are understandable for the target readers. That is why the important thing for a subtitler is to find the best way to make the subtitling accurate, acceptable, and readable.

Another thing which makes subtitling become a complex task because subtitling always involves two languages, the source and the target language, which must have so many differences. Catford (1965: 20) states that “translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. The different linguistic system can cause some problem for a subtitler. The problem faced by subtitler in subtitling process can eventually cause the inaccurate, unacceptable, or unreadable subtitling. Source text and target text should match one another in function, if the source text and target text differs substantially on situational features, then they are not functionally equivalent, and the translation is not of a high quality. Subtitle is movie script that is translated into target language. Movie script contains sentences, phrases, clauses, and words.

The movie that the writer observed is *Annabelle* movie. *Annabelle* is a 2014 American supernatural horror movie directed by John R. Leonetti, produced by James Wan, and written by Gary Dauberman. The story of this movie is John and Mia form live in Santa Monica and are expecting their first child. John gives her a doll (*Annabelle*) that she has been trying to find. The cast of this movie are *Annabelle Wallis* as Mia Form, *Ward Horton* as John Form, *Tony Amendola* as Father Perez, *Alfre Woodard* as Evelyn, *Kerry O’Malley* as Sharon Higgins, *Brian Howe* as Pete Higgins, *Eric Ladin* as Detective Clarkin, *Ivar Brogger* as Dr. Burgher, *Gabriel Bateman* as Robert,

Shiloh Nelson as Nancy, Tree O'Toole as Thin Woman (Annabelle Higgins), Keira Daniels as 7 years old Annabelle Higgins, Robin Pearson Rose as the Mother, Morganna May as Debbie, Michelle Romano as Mary, Christopher Shaws as Fuller, and Israel Baldecanas as Demonic figure. The movie was released worldwide on October 3, 2014.

In this research, the writer is interested in analyzing the subtitling analysis of *Annabelle* movie. For example :

Source Language (SL): I'm sorry.

Target Language (TL): Aku turut berduka.

The utterance above is translated by using paraphrase strategy to translate the utterance from the source language and target language. The source language *I'm sorry* has literal meaning *maafkan aku*. Instead, this meaning is not congruent with the context of situation on the scene. Paraphrase strategy is used by the translator to make the meaning in the target language congruent with the source language. So, here the source language *I'm sorry* is translated become *aku turut berduka*. It is suitable with the context from the scene, because in the scene Mia asked to Evelyn why Evelyn's daughter passed away then Evelyn told to her so Mia said like that. Therefore, the meaning and the purpose from the source language and the target language do not change.

Some of the subtitling analysis can be seen in the example below:

Source Language (SL): They didn't lose their daughter, Mia.

Target Language (TL): Puteri mereka tak hilang, Mia.

The source language *they didn't lose their daughter, Mia* is translated by using imitation strategy by the translator into the target language *Puteri mereka tak hilang, Mia*. In this utterance the word *Mia* is the name of person, Mia is the main character in this movie. She is John's wife and Leah's mom.

In the example above, the writer is interested in conducting the analysis of subtitling analysis of *Annabelle* movie. The title of this research is *Subtitling Analysis Of Annabelle Movie by Gary Dauberman*.

B. Limitation of the Study

In the research, the writer only focuses on subtitling strategy of the *Annabelle* movie. This study applies subtitling strategies such as: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The writer uses a theory from Gottlieb (1992). The limitation is done in order to that the purposes of this research can be achieved and get the best result.

C. Problem Statements

Based on the statements mentioned in the background of the study, the writer formulates two problems:

1. What kind of subtitling strategies are used in the movie entitled *Annabelle* into *Anabel*?
2. How is the accuracy of the subtitling analysis in the *Annabelle* into *Anabel* movie?

D. Objective of the Study

Related on the problem statements, the writer determines the following objective of the research.

1. To classify the subtitling strategies found in the *Annabelle* movie into *Anabel*.
2. To describe the accuracy of the subtitling analysis in the *Annabelle* into *Anabel* movie.

E. Benefits of the Study

The writer hopes that this research on the subtitling analysis in *Annabelle* movie and its Indonesian translation has some benefits: theoretical and practical.

1. Theoretical Benefit

The writer hopes that the research can give contribution in the development of knowledge, especially in translation and subtitling study.

The result of the research expected to be able to dedicate more inspiration to hold further research.

2. Practical Benefits

a. Students of English Department

The result of this research is expected to give description of subtitling strategies and will have a contribution in understanding the subtitling strategies that can help to reveal the underlying logic of translation process. In addition, it is supposed to be useful and give good contribution in understanding and giving new information about subtitling.

b. Lecturer

The result of this reseacrh can give information to subtitling subject lecturers in emphasizing the way to subtitling strategies.

c. Translator

It is expected that the result of the research can give a new insight into the subtitling strategies.

F. Research Paper Organization

The organization of this research is as follows:

Chapter I is introduction. This chapter presents background of the study, limitation of the study, problem statements, objectives of the study, benefits of the study, and reseacrh paper organization.

Chapter II is underlying theory. It deals with previous study, translation (notion of translation, translation process, types of translation, translation shift, equivalence translation), subtitling (notion of subtitling, process of subtitling, types of subtitling, technical constraints, textual constraints, linguistic constraints, subtitling strategy, linguistic form (English linguistic form and Indonesian linguistic form)).

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

Chapter IV presents research finding and discussion. It presents the research findings about the subtitling analysis of *Annabelle* movie by Gary Dauberman, and the accuracy on it, and then gives the discussion about the accuracy of the subtitling on this movie.

Chapter V is conclusion and suggestion. It presents conclusion of the research and completed by suggestion.