

CHAPTER I

INTRODUCTION

A. Background of the Study

Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL), Catford in Machali (2000: 5). Translation is reproducing source language in equivalent way into target language as close as possible to the original one to ensure that the surface meaning of the two will. Furthermore the translators must concern that in conveying the message to target language they should not distort the message from source text.

Translation is intended will be likely to understand it correctly. The product of translation is written form, while the product of interpreting is oral form or spoken language.

A translator has to master the relevant language, both the source language and the target language. In other hand, translation plays an important role to solve the problem of Interlingua communication.

Translating consists 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. Translation is the process of transferring meaning from one text into another text, from the source language (SL) into the target language (TL). The origin language is called source language (SL) while the language a text to be transferred is called target language (TL).

Translation plays a key role in exchanging the information between languages. The translator should be careful to use an appropriate strategy to produce a good translation. The researcher choose this title because it can give some advantages for reader, such as, it develops the art of translation, it helps the reader in vocabulary getting, It saves time and more effective, it helps them to learn grammar of a foreign language, English grammar can be easily taught by comparing

with the grammar of Indonesian language, and easily understood and largely diverted meaning accurately.

The comprehension of the meaning of a text and the subsequent production of an equivalent text, likewise called a "translation" that communicates the same message in another language. The product is sometimes called the target text. Translation, when practiced by relatively bilingual individuals but especially when by persons with limited proficiency in one or both languages.

At best, a good TT produces a carefully fabricated approximation to some of the manifest properties of the ST. This means that a sound attitude to translation methodology should avoid an absolutist attempt at maximizing sameness in things that are crucially different (ST and TT), in favor of a relativist attempt at minimizing relevant dissimilarities between things that are clearly understood to be different.

Movies, also known as films, are a type of visual communication which uses moving pictures and sound to tell stories or inform for people. Movies also help people to learn about something or to search information. This time, some people prefer to watch western movies or foreign movies. Usually, among teenagers who prefer western movies. The language is used in western movies or foreign films can also affect mastery in English language. English language is very important in life currently. Especially it is in the field of education. When a person is often watching western movies, it would be a good mastery of the English language. The author tries to make of understanding in English will easily conveyed.

Subtitling is one of the methods of language transfer in translating type of mass audiovisual communication such as film and television. Subtitling can be defined as condensing translations of original dialogue, which appear as lines of text usually positioned towards the bottom of the screen. Subtitling allows the viewer to watch the programme in its original format, they may be difficult for some viewers to read; and as some condensation must occur so that the text will fit the screen and allotted time, some details will inevitably be lost. Pressure to make the most

accurate translations possible may result in the adoption of a large amount of loan-words. Ideally, when presented to the audience together with the visual, verbal, and sonic stimuli of the original (subtitling is additive, the TL does not replace the SL but supplements it), the effect it produces is maximal comprehension and appreciation at minimal processing effort. Some populations may speak the foreign language well enough that, with help from the subtitles, the programme can be understood well enough in the original format.

Hansel & Gretel: Witch Hunters is a 2013 American-German action-horror neo-noir film written and directed by Tommy Wirkola. It is a continuation to the German folklore fairy tale "Hansel and Gretel", in which the titular siblings are now grown up and working as a duo of witch exterminators for hire. The film stars Jeremy Renner, Gemma Arterton, Famke Janssen, Peter Stormare, Thomas Mann, and Derek Mears. Many horror genre critics were more positive, viewing the film as unpretentiously entertaining. The film topped the domestic box office on its opening weekend and was a major hit in Brazil, Russia, Germany, and Mexico. Its worldwide theatrical run gross exceeded \$226 million for the production cost of \$50 million. Due to the commercial success of the film, which was planned as the first part of a series, its sequel is currently in development, and has been set for a 2016 release date.

Hansel & Gretel are bounty hunters who track and kill witches all over the world. As the fabled Blood Moon approaches, the siblings encounter a new form of evil that might hold a secret to their past. Its primary goal seems to be to entertain as quickly as possible and get the audience back out the door before the story gets old.

This study is focused on the subtitling strategies used in the subtitling of Hansel and Gretel Witch Hunter movie. Thus, if the subtitler of Hansel and Gretel Witch Hunter movie could not translate and transfer the subtitle and the main idea of that movie well, misunderstanding and misinterpretation will happen. This study attempts to classify the subtitling strategies used in transferring the meaning from

English into Indonesian subtitle. There are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. This movie is a lot of subtitling strategies.

Sample Data 1:

Source Language : You must be out of your mind.

Target language : Kau pasti sudah gila.

In the subtitling above, the subtitler used paraphrase strategy to translate it. The phrase of *be out of your mind* was translated into *gila*. In the dictionary, the phrase of *be out of your mind* was meant *keluar dari pikiranmu*. But, according to the story of the *Hansel and Gretel Witch* It was completely different from the meaning of that word. It made easier to understand and readable by the audience. The subtitler used his/ her own sentence. So, there was no shift message from the source language into the target language.

Sample Data 2:

Source Language: Oh, please.

Target Language : Kumohon, kumohon berhentilah.

In the source language, the sentence of *Oh, please* was translated into *Kumohon, kumohon berhentilah*. Expansion strategy was used to translate it. Although, there was no explanation in the source language about the phrase of *kumohon berhentilah*, so in the target language, the phrase of *kumohon berhentilah* was added in the target language. So, there was no shift message from the source language into the target language.

The author tries to make the equivalent of English into Indonesian which has a different system. Someone who wishes to use linguistic theory will benefit from learning more about how languages work. Of course, this means that attention must be to helping the students apply the principles that are taught. It is intended as an additional teaching aid to the reader. From the phenomena mentioned, the writer is interested in conducting a research which analyzes the subtitling strategy found in Hansel and Gretel Witch Hunter script, taken from

<http://subscene.com/subtitles/hansel-and-gretel-witch-hunters/english/731687> and its subtitle taken from <http://subscene.com/subtitles/hansel-and-gretel-witch-hunters/indonesian/726360> , under the titles “SUBTITLING ANALYSIS OF *HANSEL AND GRETEL WITCH HUNTER* MOVIE BY JACK AND THE WILEE”.

B. Limitation of the Study

In the research, the writer limits her research in using subtitling strategy in *Hansel and Gretel Witch Hunter* movie. The translator is Jack and The Wilee. This study is applied subtitling strategies (transfer, expansion, paraphrase, condensation, decimation, imitation, transcription, dislocation, deletion, resignation, taming). The writer uses a theory from Henrik Gottlieb 1994. Henrik Gottlieb is known for the theory of subtitling strategy. Henrik Gottlieb is associate professor and head of the Center for Translation Studies and Lexicography at the University of Compenhagen. This Limitation is done in order to get the best result with sufficient energy, time, and finding.

C. Problem Statement

Based on the Background above, the writer formulates the problem statement as follows:

1. What are the subtitling strategies used by the subtitler of *Hansel and Gretel Witch Hunter* movie by Jack and the Wilee?
2. How is the subtitling quality of *Hansel and Gretel Witch Hunter* movie by Jack and the Wilee?

D. Objective of the Study

Based on the research problem above, the writer formulates the objective of the study in the following.

1. To describe the subtitling strategies used by the subtitler of *Hansel and Gretel Witch Hunter* movie by Jack and the Wilee.
2. To describe the subtitling quality of *Hansel and Gretel Witch Hunter* movie by Jack and the Wilee.

E. Benefit of the Study

The writer hopes that this research is about the subtitling analysis of *Hansel and Gretel Witch Hunter* movie by Jack and the Wilee have some benefits will be beneficial both theoretically and practically:

1. Theoretical benefit

The writer hopes that this research can add contribution in the field of translation and development of knowledge especially in subtitling strategies.

2. Practical benefit

- a. Students

The results of this research can be used as an additional knowledge to improve student's abilities in analyzing the subtitling strategies.

- b. Teacher

The writer hopes the study can be useful for additional information and suggestion that can be applied by teacher in the process of teaching learning in the subtitling strategies.

- c. Lecturer

The result of this research can give the additional information for the lecturer in teaching subtitling strategies.

- d. 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.

F. Research Paper Organization

The researcher divides this research paper into five parts. They are chapter I introduction consisting of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory which consists of previous study, notion of translation, process of translation, principles of translation, subtitle, process of subtitling, subtitling strategy, subtitling quality, linguistic forms, movie, and *Hansel and Gretel witch hunter*.

Chapter III is research method presenting research type, research object, data and data source, method of collecting data, data validity, and method of analyzing data.

Chapter IV is research finding and discussion. The research finding is elaborated into two. First is The Subtitling Strategies Used in The Subtitling of *Hansel and Gretel Witch Hunter* Movie by Jack and The Wilee. Second is The Subtitling Quality of *Hansel and Gretel Witch Hunter* Movie by Jack and The Wilee.

Chapter V is conclusion and suggestion. After chapter V, the researcher presents bibliography, virtual references, and appendix.