

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

As a social creature, people want to communicate with others. They want to know their surroundings, even they want to know what happens with themselves. This curiosity gives pressure to human need to communicate. The most effective communication tool is language. By language, people as social creatures can communicate each other effectively. By language, we explain feelings, opinions, even thinking and reasoning. Without language, people can not communicate each other, and also they can not explain their expressions and opinions. People and language have become one to unity that can not be separated in this life, people need language.

People in different countries may have different languages. When watching movies from other countries, we listen to other languages from the movie's origin. It can be difficult to understand, and one of the best solutions is a subtitle with translation. Larson (1984: 3) said that translation is studying the lexicon, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using lexicon and grammatical structure which are appropriate in the receptor language and its cultural context. According to Catford (1965: 10), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Translating needs analyzing. Main purpose of analyzing is understanding what the source language is about by reading, learning the people (age, education, gender), and learning the stylistic scale (the degree of language).

There are 18 translation techniques which are stated by Molina and Albir's (2002: 509-511), the classifications are: 1. Adaptation; 2. Amplification (Addition); 3. Borrowing; 4. Calque; 5. Compensation; 6. Description; 7. Discursive Creation; 8. Established Equivalence; 9. Generalization; 10.

Linguistic Amplification; 11. Linguistic Compression; 12. Literal Translation; 13. Modulation; 14. Particularization; 15. Reduction; 16. Substitution; 17. Transposition and 18. Variation. The translators can use some variations of translation technique in any product of translation such as in translating subtitle.

Subtitling is a process of translating or transferring information from source language to target language through audiovisual media. According to 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. According to Lever (1996) Subtitles can be defined as ‘transcriptions of film or TV dialogue, presented simultaneously on the screen. The types of subtitling available can be divided into two categories: intralingual and interlingual subtitling.

In subtitle translation, the content in TT should have the same degree as in ST. In order to balance the content in the ST and TT, the subtitler uses subtitling strategies. Henrik Gottlieb’s subtitling strategies are as follows (in Ghaemi and Benyamin 2010: 42), the classifications are: 1. Expansion; 2. Paraphrase; 3. Transfer; 4. Imitation; 5. Transcription; 6. Dislocation; 7. Condensation; 8. Decimation; 9. Deletion; 10. Resignation.

Subtitle is words that appear on the screen during a movie, video, or television show and that are translations of what the actors are saying. Subtitle usually placed on the bottom of screen. It is very help people to understand about the story what occur in the movie. In the object that will be analysed by researcher, there are found many simple sentences in the subtitle. The researcher will give sample of analysis:

**SL: She says that affectionately.**

**TL: Dia mengatakan itu karena dia sayang.**

Based on sample above, the source text **She says that affectionately** is an English simple sentence. The simple sentence form of the source text is

S+P+O+C. Affectionately means *dengan penuh kasih sayang*. But the subtitler has different way to translate it with paraphrase strategy. It conveys the real meaning of the source text. The sample has high readability level.

SL: I got **Troublegum** to **tweet** out the album.  
 TL: Aku lihat *Troublegum* men-tweet album kita.

Based on the second sample, the source text **I paid for it** is an English simple sentence. The simple sentence form of the source text S+P+O+C. There are 2 words of imitation in the target text. First, **Troublegum** is the name of character in the movie and second, **tweet** is basically the sound of bird but in this case, it is a word which is derived from the famous social media Twitter on the internet. So there is no way to translate tweet into different word. The sample has high readability level.

Based on the phenomena and analysis above, the researcher is interested in analyzing the subtitling strategies of simple sentence and the subtitling readability and writes it as study entitled *A Subtitling Analysis of Simple Sentence in Begin Again by Dhikancut*.

## B. Focus of the Study

The researcher has limitation of the study. This research focuses on the subtitling analysis of simple sentence which is found in the movie entitled *Begin Again* (2013). The researcher will use the theory of Gottlieb (1997) and readability theory of Nababan (2012) this research. Then, the analysis of simple sentence subtitling will focus on the subtitling strategies and the subtitling readability.

## C. Problem Statement

Based on the background, the researcher states the following problems:

1. What are the subtitling strategies of simple sentence found in *Begin Again* (2013) movie?
2. How is the subtitling readability of simple sentence found in *Begin Again* (2013) movie?

## **D. Objective of the Study**

Based on the problem statement above, the researcher concludes the objective of the study as follow:

1. To identify the subtitling strategies of simple sentence found in *Begin Again (2013)* movie
2. To describe the subtitling readability of simple sentence found in *Begin Again (2013)* movie

## **E. Benefit of the Study**

In this research, the researcher hopes that this study has some benefits for the readers. The benefits of the study as follows:

1. Theoretical benefit is the result of the study can be used to get information about subtitling in noun phrase and understand about it.
2. Practical benefit is the result of the study can be used by another researcher as the reference in conducting the further research.

## **F. Research Paper Organization**

The researcher arranges this research paper into five chapters in order to make this research easier to understand. The research paper organization as follows:

Chapter I is introduction. Chapter I consists of background of the study which explains translation simple sentence. Limitation of the study contains the theory to make limit the study of translation. Problem statements are asking what the subtitling strategies of the subtitling variations of simple sentence and how is the subtitling readability of simple sentence found in *Begin Again (2013)* movie. Objectives of the study are to identify the subtitling strategies of the subtitling variations of simple sentence and to describe the subtitling readability of simple sentence found in *Begin Again (2013)* movie. Benefit of the study shows that the result of the study can be used to get information about subtitling in simple sentence and it can be used by another

researcher as the reference in conducting the further research. Then, research paper organization explains the content of every chapter of the research.

Chapter II is underlying theory explaining previous studies that consist of six previous researches about expressive utterances, noun phrases, interrogative sentences in movie script. Theoretical shows that there are, first translation: notion of translation; types of translation; and process of translation, second subtitling: notion of subtitling; types of subtitling; technical constraint; textual constraint; and linguistic constraint, third subtitling strategies, and then linguistic form. Linguistic form is divided into English linguistic form and Indonesian linguistic form. Each of them consists of the linguistic forms such as word, phrase, clause, and sentence in different meaning.

Chapter III is research method. It shows type of research that uses qualitative research. The object of the study is the movie entitled *Begin Again* (2013) and its subtitling. The data of this study is simple sentence found in *Begin Again* (2013) movie. Data source used in this research is the documentation of the data research paper.

Chapter IV is research finding and discussion. It presents the identification of the subtitling strategies of subtitling variations of simple sentence found in *Begin Again* (2013) movie and the description of the subtitling readability of simple sentence found in *Begin Again* (2013) movie.

Chapter V is drawing conclusion and suggestion.