

CHAPTER I

INTRODUCTION

A. Background of the Study

Subtitling is diversion message from source language of (spoken language) into the target language in the form of the text displayed on the time when the dialogue spoken. Subtitle much used and very helpful when watching movies from other countries. In fact, we can find a variety of subtitle on a website that provide subtitle of movies. When people understanding what is the spoken by actor or actress of the movie they will enjoy it.

According to Cintas (2007: 8) “Subtitling may be defined as a translation practice that consist of presenting a written text, generally on the lower part of screen that discursive elements that appear in the image (letters, inserts, graffiti, inscriptions, placards, and the like). The information that is contained on the soundtrack (songs, voices off)”.

Translation is process to transfer message from source language (SL) to target language (TL) without changing the meaning, so it will help the reader to understand the message easily without changing the original message. According to Catford (1969: 20) “Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”.

Nababan (2012: 44-45) also said that there are three aspects to measure for good quality of the translation from English into Indonesian, that translation should fulfill: accuracy of transferring the message, the acceptability, and readability of translation. That is also applied the quality of subtitling.

Furious 7 (often stylized as Furious Seven and alternatively known as Fast Seven or Fast & Furious 7) is a 2015 American action film directed by James Wan and written by Chris Morgan. It is the seventh installment in the Fast and the Furious

franchise. The film stars Vin Diesel, Paul Walker, Dwayne Johnson, Michelle Rodriguez, Tyrese Gibson, Chris Bridges, Jordana Brewster, Kurt Russell, and Jason Statham. *Furious 7* follows Dominic Toretto (Diesel), Brian O'Conner (Walker) and the rest of their team, who have returned to the United States to live normal lives after securing amnesty for their past crimes in *Fast & Furious 6* (2013), until Deckard Shaw (Statham), a rogue special forces assassin seeking to avenge his comatose younger brother, puts them in danger once again.

In the movie script of *The Fast and Furious 7 (2015) Movie* and its subtitle. There are many form types of subtitling strategies which classified as: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and recignation. So the writer wants it to be analyzed. The researcher found examples are as follows:

SL: **When we were kids.**

TL: *Ketika kita masih kecil.*

In the utterance above this subtitling uses *transfer* strategy. There is no addition or deletion in that phrase. The subtitler translates the dialogue literally. “*When we were kids*” which was translated “*Ketika kita masih kecil*” and was very similar in the syntax and meaning. Transfer strategy was used in this translation process because all the words were translated.

SL: Good to see you, ***Hector***.

TL: Senang melihatmu, *Hector*.

In the utterance above this subtitling uses *Imitation* strategy. *Imitation* is rewritten the name of person or place from the source language into the target language. *Hector* is the name in the source language that rewrite in the target language by the translator.

Because of the reasons above finding many subtitling strategies in the subtitle, the researcher wants to analyze subtitling strategies used in the English subtitle and Indonesian subtitle of *Fast and Furious 7*, the reasearcher entitled **SUBTITLING ANALYSIS IN THE FAST AND FURIOUS 7 (2015) MOVIE.**

B. Limitation of the Study

In this study, the researcher limits the problem to be analyzed. The limitation of this research is to find out the subtitling strategies variation in subtitling *Fast and Furious 7 (2015)* movie in order to get the best result and reinforce the phenomenon appear in the subtitle of the movie. The data analyzed using Henrik Gotlieb theory of Subtitling Strategies (1992).

C. Problem Statement

Based on the statement mentioned in the background of study, the researcher formulates two problems:

1. What are the subtitling strategy found in subtitling *Fast and Furious 7 (2015)* movie?
2. How is the subtitling quality of the Indonesian subtitling of *Fast and Furious 7 (2015)* movie?

D. Objective of the Study

In this research, the researcher has following objectives:

1. To classify the subtitling strategy found of the Indonesian subtitling of *Fast and Furious 7 (2015)* movie.
2. To describe the subtitling quality of the Indonesian subtitling of *Fast and Furious 7 (2015)* movie.

E. Benefit of the Study

From this study, the researcher hopes that this study has the benefit that are divided into theoretical and practical benefits, they are as follows:

1. Theoretical Benefit
 - a. This research extend clear explanation in understanding a subtitling strategy variation, especially in subtitling *Fast and Furious 7 (2015)* movie.

2. Practical Benefit

The research can be used as additional reference for lecturers, students and other researchers. This research will be beneficial for the process of subtitling strategy theory and practical research especially linguistic study:

a. Lecturers

The result of this research can be useful as additional information for lecturers, especially subtitling strategy.

b. Students

The result of this study can be used as an additional knowledge to improve students ability in analyzing subtitling strategy.

c. Other researchers

The result of this research can be used by the other researchers to conduct the other researchers.

F. Research Paper Organization

The researcher divided this research paper into five chapters to make this research is more understandable. The research paper organization as follows:

Chapter I is introduction. Chapter I consists 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. In this chapter consists of the previous study which related to the subtitling analysis. Then it also include the notion of translation, principle of translation, process of translation, translation shift, notion of subtitling, process of subtitling, type of subtitling, strategies of subtitling, subtitling strategy, and linguistic form in English and also Indonesian.

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

Chapter IV is research finding and discussion. In this chapter, it presents the research findings about classifying the subtitling strategy found of the Indonesian subtitling of *Fast and Furious 7* (2015) movie, and then describing the quality of the Indonesian subtitling of *Fast and Furious 7* (2015) movie.

Chapter V is drawing conclusion and suggestion.