CHAPTER 1
INTRODUCTION

A. Background of the Study

In this modern era of science and technology in all fields of science is growing very rapidly. And it is followed various aspects of political, cultural and sustainable economic development in each country. Based on the phenomenon, indispensable of adaptation and communication among countries to exchange information with communicate with people outside or by residents of other countries. English is an international language; therefore we have encountered many novels, songs and movies that use English. To understand or get information from the English novel and English film someone should need a translating or subtitling.

Subtitling is to translate a dialogue or a conversation from the movie of the source language to the target language with the condition that the message is in that dialogue still delivered despite using a different language. A translator does not just translate the dialogue or the reading of the source language to the target language, but a translator seeks to reaffirm the message of source language to target language. Therefore, the target text must be adequate with the source text; two texts content and style are easier and can be shared by readers of each text from the source language and the target language.

Film is one of medium to communication that is very easy to learn foreign languages and to improve one's communication with others. By watching the English language film, someone can understand the interaction between the actors and actresses in the film. Besides English language films can improve our English language with known new vocabulary words that have never been known. Besides, by watching the movie someone can know the correct of using the pronunciations. Someone watching foreign films needs a translation to know and accept the message and meaning of the dialogue from source language to target language by actors and actresses in that film.

People use translation and interpreting to understanding the English language film.

Translation and interpreting is very important in terms of communication, translation is used in translating the writing skills, while interpreting is used in speaking skills. Translation and interpreting help a person to transfer the English language sentences into target language or Indonesian.

According to Catford (1965:10), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Translation is a process in interpreting the text from the second language to the first language, or from the source language to the target language and vice versa. Translation can also be called by the activity changes of source language to the target language. In translation we just change the language, but also the meaning and content of the message should still be delivered in that language changes.

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. Henrik Gottlieb translation strategies for subtitling films are expansion, transfer, paraphrase, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

American Ultra is a film written by Max Landis. It firstly published by lionsgate films in 2015. It is an action film, there is no moral value in this movie, but this is a love story with a detective plot inserted. The two main characters are great together, and the general theme of this movie is love unconditionally. After reading script of the movie, the researcher finds the variation of subtitling strategy. Because of the reason before and there are many subtitling strategies in *American Ultra* movie script, the researcher interests to analyze the subtitling strategies in *American Ultra* movie.

According to Henrik Gottlieb (in Ghaemi and Benyamin 2010:42), there are ten subtitling strategies such as: expansion, transfer, paraphrase,

imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

The researcher chooses this movie because the writer wants to know whether the translator used strategies in translation such as a transfer, paraphrase, expansion, condensation, decimation, imitation, transcription, dislocation, deletion, and resignation and to describe the quality of subtitling strategies used in *American Ultra* movie. Here is example of translation strategies used in *American Ultra* movies is as follows:

SL: *I really am* sorry, Phoebe.

TL: *Maaf,* Phoebe.

From the datum above, there the translator used deletion strategy is found. In the source language *I really am sorry, Phoebe* the translator deleted an important word "*I really am*", this situation when Mike asked for apologizing to his girlfriend because he canceled the holiday to Hawaii, then he felt so remorse. If the translator deleted the clause *I really am* it has a different meaning, its means that Mike just enough for her apologizing without remorsefully. Therefore, the target language here has another meaning of source language.

SL: In the town of *Liman,* West *Virginia.*

TL: Di kota *Liman, Virginia barat.*

The utterance above used imitation strategy. Imitation strategy is done in which the translators rewrite the source language into target language as what it is. The imitation strategy usually applied in translating the name of person and place. In the source language *In the town of Liman, West Virginia* it can be seen that the translator just bring the word *Liman* is translated into *Liman* without changing the meaning of Liman, because Liman its mean the name of town. In addition, the word *Virginia* is translated into *Virginia* without changing its meaning also or it is writing, because Virginia is the name of country.

Based on the phenomena, the researcher is interested in analyzing the type of strategies used in the subtitling of movie and writes it is as study entitled **SUBTITLING STRATEGIES USE IN AMERICAN ULTRA (2015) MOVIE BY WIJI JOKO.**

B. **Limitation of the Study**

The researcher has limitation of the study. This research focuses on the subtitling strategies which is found in the movie entitled *American Ultra* (2015). The researcher uses the theory of Gottlieb (1992) to classifying the subtitling strategies and theory of Nababan (2012) to describe thme quality of subtitling strategies in this research. Then the focus here to analysis the subtitling strategies and to describe the quality of subtitling strategies found in *American Ultra* (2015) movie.

C. **Problem Statement**

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

1. What kind of subtitling strategies are used in *American Ultra* (2015) movie?

2. How does the quality of subtitling strategies in *American Ultra* (2015) movie?

D. **Objective of the Study**

1. To identify subtitling strategies used in *American Ultra* (2015) movie.

2. To describe the quality of subtitling strategies found in *American Ultra* (2015) 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

   a. The English Teacher

      The result of the study might be useful for addition information in teaching translation concerning subtitling strategies.

   b. The English Student

The result of this research can be useful as addition information in learning translation concerning subtitling strategies.

c. The Subtitler

The result of the study gives benefit to the movie subtitlers in order to improve their abilities.

2. Practical benefit

a. The result of this research hopefully can be used to get information about subtitling strategies and can give the contribution for those who learn English as means of translation study especially in the subtitling field.

F. Research Paper Organization

The researcher arranges this research paper into five chapters in order to make the readers can understand clearly. The research paper organization as follows:

Chapter I is introduction that consist 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 literature view, which consists of previous study and theoretical framework. The theoretical framework shows that there are, translation consists of notion of translation; translation process; and types of translation. Second subtitling consists of: notion of subtitling and subtitling process. Third is subtitling strategies consisting into ten strategies are: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Fourth is translation quality assessment filled three aspects: accuracy, acceptability, and readability. And the last is linguistic unit consist into English linguistic unit and Indonesian linguistic unit.

Chapter III is research method. It presents the type of research used qualitative research, the object of research, data and data source, technique of collecting data, data validity, and technique of analyzing data.

Chapter IV is research finding and discussion. It present the identification of the subtitling strategies used in *American Ultra (2015)* movie and the description the translation quality assessment of subtitling strategies in *American Ultra (2015)* movie.

Chapter V is drawing conclusion and suggestion.