CHAPTER I
INTRODUCTION

A. Background of the Study

Nowadays, not a lot of people know how to understand English writing or spoken well. Therefore, translation or subtitling is needed. Catford (Catford J. , 1974) states "translation as the replacement of textual material in one language (source language) by equivalent textual material in another language (target language)." It means that translation is not only done in speaking, but also in writing. Related to translation, "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 in synch with the original verbal message" (Gottlieb, Language-political implications of subtitling. In P., 2004).

Coming to the globalization era, movie has shown a rapid growth in its viewers rating lately. An increasing part of the language in the media worldwide is translated from English (Gottlieb, Anglicism and TV subtitling in an anglified world, 2001). This makes English movies can be enjoyed by people from non-English country which reason the subtitling activity become a common thing in the big screen world.

Budianto (in Nababan, 2005:58) states that "subtitling is the form that alters the source text to the least possible extent and enables the target audience to experience the foreign and be aware of its foreignness at all the time.

In conducting this research, the writer tries to analyze the expressive utterance used in action comedy martial arts movie, *Kung Fu Panda 3* (Alessandro Carloni, 2016). As it stated in an action and comedy movie, there are usually many expressive utterances. A research about it has been done by Norrick. His definition of expressive speech act is that

> A state of affairs X perceived as factual and judged to have positive or negative value for some person, the patient, brought about by a person, the agent (who may be identical with the patient), and, just in case either the agent or patient role is not filled or both are filled by the same individual, an additional person, the observer (Norrick, 1978).

All language has utterances that can be classified as having an expressive function. It can be greeting, refusing, thanking, apologizing, etc (Hatch, 1992).

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For example:

0121/KP/SS/EU

SL: Sorry, no offense Master Oogway.

TL: Maaf, jangan tersinggung Guru Oogway.

Based on the example, the utterance is an expressive utterance specified as apologizing. "This text is using transfer strategy. Transfer is a strategy of translating the source text completely and accurately." (Gottlieb, Subtitling - a new university discipline, 1992). The subtitler uses transfer strategy because on the SL here that sentence is translated completely and accurately. Another example is:

0307/KP/SS/EU

SL: Sorry, Dad. I'll clean up later.
TL: Maaf, Ayah, kubersihkan nanti.

The utterance above is an expressive utterance specified as a apologizing. This text is using deletion strategy. Deletion is a translation strategy which refers to the total elimination of parts of a text (Gottlieb, Subtitling - a new university discipline, 1992). The subtitler uses deletion strategy to make the target language simpler and there is adverb *later* or *nanti* which means the thing has not done yet, so modal *will* is not translated in the target language.

Kung Fu Panda 3 is an action comedy movie. It is very entertaining and such a nice movie to watch. It also contains a lot of expressive utterances. Moreover, this movie also has moral value and lots of humor that could make the audience even more enjoy watching it.

Based on the example above, the writer tries to analyze the expressive utterance and subtitling strategy used in a movie by conducting a research entitled ***THE SUBTTLING ANALYSIS OF EXPRESSIVE UTTERANCES IN KUNG FU PANDA 3 MOVIE.***

B. Problem Statement
1. What are the type of expressive utterances and their subtitling in the *Kung Fu Panda 3* movie?

2. What are the types of subtitling strategies in the *Kung Fu Panda 3* movie?

C. Objective of the Study

        The objectives of the study of this research paper are as follows:

1. To classify the type of expressive utterances and their subtitling in the *Kung Fu Panda 3* movie.

2. To classify the types of subtitling strategies in the *Kung Fu Panda 3* movie.

D. Benefit of the Study
    1. Theoretical

       a. This research can be used to find out the expressive utterances in the *Kung Fu Panda 3* movie.

       b. The result of the research can be used as the reference for those who want to conduct a research about linguistic, especially expressive utterance analysis of a movie.

       c. It also can be used as logical consideration for the next research.

    2. Practical

       a. For the researcher

       The result of this research can be used as the reference for the next researchers who are interested in the linguistic, especially in expressive utterance analysis in a movie.