

CHAPTER I

INTRODUCTION

A. Background of the Study

Now, film industry has become popular media to give information about educations, politics, socials, and religions to other people in the world. The film industry is not only produces a movie has a good quality but also a bad quality, for example translation problem. The translator must transfer the good meaning or message from English language to Indonesian language to make the reader more understand with the topic and enjoy when they are watching the movie.

Ginory and Scimone (1995:110) states that “translation is the process of transferring a text from a language is called source language while the language a text to be transferred is called target language.” As Catford (1965:20) defines that “Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. Translation is an activity to translate source language to get meaning into target language. According to Catford (1965:73) “translation shift is a process to translate from SL to the TL”. From the explanation above the writer conclude that when we will to translate a message, we should be enactive that the meaning is true from SL to TL not consist different meaning. In the process to translate, we certain has a translation problem. So, a translator must have a solution of these problems. Translator is a person who interprets spoken or written text to get message or information from original language to different language with adding or changing the text.

Translation is not easy to do. When we want to translate a message or text, the translator must know what the strategy to use. The translator not only transfers the meaning from the original language but also the translator should establish the equivalent of translation from English to Indonesian language. Catford (1965:52) states that “Translation equivalence occurs when SL and TL item are relatable to the same feature of substance.”

One of way to translate the movie is with the subtitling activity. Subtitling is an activity to found the meaning or idea from the original language to target language of conversations or written text without changing the original dialogues in the movie use strategy. Strategy it's mean that the technique to use the translator to find the message or meaning from the source language into target language.

There are two types of subtitling strategy there are interlingual subtitles and intralingua subtitles. Díaz Cintas (2003) discuss the different between the types. The first type is interlingua subtitles its mean that the translator doing process to transfer a message to get information from source language into target language correctly. While the intralingual subtitles is strategy where the translator don't do anything with the original text. According to Gottlieb (1992:166) there are ten types of subtitling strategies can be used the writer to analyze this research.

Based on the explanation above the writer hopes this research gives knowledge and information for the readers about the types of subtitling strategy. From the phenomena above, the writer is interested to analyze the type of subtitling strategies used in this movie and makes research paper with entitled *Subtitling Strategy of the English Indonesian in A Walk to Remember movie by Adam Shankman*.

The movie was directed by Adam Shankman and produced by Denise Di Novi and Hunt Lowry. Starring by Shane West, Mandy Moore, Peter Coyote, Daryl Hannah. This film produced in the United States, Wilmington, North California and was distributed by Gaylord Films Di Novi Pictures Pandora Cinema, Warner Bros, theatrical released on January 25, 2002. This film is chosen because the movie give a learning to never give up and hard work for something do you want, like love, dreams, happiness, and others.

In North Carolina especially in Beaufort a simple girl puts the student in the clinic. In there, she meets with London. London is one of popular man in this school. Firstly, Jamie is not interested with him, because he always making troubles and offend her friends. But, in the moments in drama musical class the teacher asked to London to be a main character with Jamie. Jamie is not happy because she is very dislike with him. But, Landon decides he wants to take his activities seriously, he asks Jamie for help and begins to spend most of his time with her. And then, he begins like her but he did not know to do. Finally, he tells to her if he wants to be a boyfriend. She is shock and request to think and she said yes she wants to be a girlfriend.

B. Limitation of the Study

In this research, the writer focuses on subtitling strategies used in *A Walk to Remember* movie and its subtitling. Because, the writer wants to know what the kinds of subtitling strategy used in this research. In this research the writer used

theory of Gottlieb. There are ten types of subtitling strategy based on Gottlieb theory (1999:201).

C. Problem Statement

Based on the background of the study above, the writer intends to purpose research problems as follows:

1. What kind of subtitling strategy used by the translator in *A Walk to Remember* movie by Adam Shankman?
2. How is the quality of subtitling strategy in *A Walk to Remember* movie by Adam Shankman?

D. Objective of the Study

This research is intended to get solution and description of the problem through the analysis and the study that have been previously mentioned in the research problems they are:

1. To identify the subtitling strategy used by the translator in *A Walk to Remember* movie by Adam Shankman.
2. To describe the subtitling quality found in *A Walk to Remember* movie by Adam Shankman

E. Benefit of the Study

Firstly, the researcher wants that this study can give knowledge and information for the English students. So, with the reading this study the writer want to English students can differentiate and to know the types of subtitling strategy.

Secondly, for the reader this study is useful in providing knowledge about the subtitling strategy found in the movie.

Thirdly, the present study is able to provide information for the English students who are interested in practicing subtitling strategy.

F. Research Paper Organization

The reseacher arrages this research paper into five chapters. Chapter I contains of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization. to make the readers can understand clearly.

Chapter II is literature review, with related of previous study and underlying theory. Underlying theory contain with the theory of translation consists of defination of translation, process of translation, types of translation, and translation shift. Second, subtitling consists of; defination of subtitling, process of subtitling, types of subtitling, and subtitling quality. And the last is linguistic form consists into English linguistic form and Indonesian linguistic form.

Chapter III is research method. It explains of 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 presents the answer of problem statements in this research. In this chapter the writer wants to identify the kindof subtitling strategies used in *A Walk to Remember* movie and to describe the translation quality assessment of subtitling strategies in *A Walk to Remember* movie. Chapter V is drawing conclusion and suggestion.