

CHAPTER I

INTRODUCTION

This is the first chapter of the current study. It explains background of the study, limitation of the study, research question, objective of the study, benefit of the study and research paper organization.

A. Background of the Study

Translation plays a number of important roles in constructing and understanding foreign-unknown linguist product, such as novel, article, movie, video game, etc. The translation itself has strong relationship with the language use in a daily life. The recent phenomenon showed that the translation area is not only supported the written materials but also the audio-visual materials contribute to the field of translation. This becomes the interesting topics to be studied in the translation arena since that there have been so many product of audio visual translation such as movies, song video clips and video game translation, etc. Sometimes the information is using certain language, English language, for instance, that becomes the foreign language in Indonesia. For this case, people who do not know English language will find the difficulties to receive the information since that their L1 is Bahasa Indonesia. The only thing to overcome this faced problem is through translation so that the information will be received well.

Nowadays, the information is highly demanded by the people to broaden their knowledge regarding with the newest information. Yet the most important things is the information should be able received by all society without distinguishing whether they are normal or having disabilities. This is in line with Indonesian Broadcasting Commission (Komisi Penyiaran Indonesia) stated that the disability people such as hearing impairment

have the right to receive the information from the television program through hand cue as one of the solution to help spreading the information.

Dealing with the needs above, the translation arena becomes more challenging in order to help spreading the information. But the most important is that the equivalence of the translation should have the same meaning from the source language to the target language. It means that the translators should master and understand related to both languages. In the context of translation equivalence, it can be assumed that, translation cannot be separated from accuracy, acceptability, and readability of the language used by the translator in the target language. Conducting research on translation is always an interesting activities since that it raises a new phenomenon. One of an interesting phenomenon related to the translation works is that how the subtitle can give an appropriate translation not only for the normal people but also for those who are having disabilities, such as deaf or hard of hearing people. SDH stands for Subtitle for the Deaf and Hard of Hearing that enabling to help those who are having special condition or do not have sufficient access to convey the message via audio visual media by using the screen translation or commonly known as subtitle.

In Indonesia, English is taught in every grade of school, start from elementary until university level. Moreover, recently in pre-elementary or kindergarten has an English subject too. In pre-elementary English still becomes an additional subject (*Indonesian: Muatan Lokal*). In the higher grade of school, English has become an important subject. It is included in the National Examination, for instance. Yet the problem still faced during implementing teaching English in Indonesia. Some of the teacher still lack of understanding to encourage the learners who are having disabilities to learn English easily. For example, the some teachers still cannot afford to deliver the knowledge well to those who do not sufficient access to convey the message via audio

visual media. The fact is that the disabilities people have the same right to the normal people to get a chances to higher education level.

The English department of IAIN Surakarta has a subject that should be mastered by the students to prepare them becoming professionals both in teaching and translation field, namely Audio Visual Translation (AVT) subject. Dealing with translation arena, AVT is taught to the students in 14 meetings. Each meeting consists of 100 minutes for time allocation and 2 credits. In the lecturing process, the students are faced with many kinds of theories and its practice related to audio visual translation. In this case the lecturer gives an assignment to make a subtitle for those who do not sufficient access to convey the message via audio visual media.

One of the phenomenon occurred on the subtitle for the deaf and hard of hearing (SDH) of a movie entitled *The Amazing Spiderman* and their translations which subtitled by English department students of IAIN Surakarta as following.

Source Language : Ahem. In the future, if you're gonna steal cars, don't dress like a car thief, man.

Target Language : SPIDERMAN: [Berdeham] Besok, jika kau ingin mencuri mobil, jangan berpakaian seperti pencuri, bung.

Based on the data above, it can be seen that the word *Ahem* (clearing throat) is translated into *berdehem* since that the audiences, in this case is those who do not have sufficient access to listen to the sounds, so that the best strategies to use is addition or description in order to help the disabilities audiences interpret the meaning. In the terms of acceptability in translation, the word *Ahem* is quite acceptable since that it help the audiences to construct the meaning without ignoring the accuracy of norms and cultures both SL and TL. The other strategies used can be seen in the word *a car thief* which is

translated into *pencuri*. In this part, there is a shift form from *a car thief* to *pencuri* followed by deletion strategies.

Dealing with the phenomenon above, it can be stated that the researcher conducts the research which is quite different from the other researches. This can be seen from the subtitling works which usually made for the normal people. In the arena of audio visual translation, SDH plays an important role to help those who do not have sufficient access to convey meaning because of their disabilities in hearing. Therefore, considering the phenomenon above, the researcher conducts a research entitled *SUBTITLING TECHNIQUE AND EQUIVALENCE ON THE DEAF AND HARD OF HEARING BY STUDENTS OF IAIN SURAKARTA IN AUDIOVISUAL TRANSLATION CLASS*.

B. Limitation of the Study

In order to focus on the specific scope of the study, then the researcher gives boundary by making the inquiries about the object of the study that limits its focus on the subtitling techniques and its equivalence. The data are from students' work in subtitling for the deaf and hard of hearing. The researcher takes the data from audio visual translation class of IAIN Surakarta.

C. Research Question

Based on the background of the study, the researcher stated the research questions as the following:

1. What are the types of translation technique from English to Indonesian done by the students in translating SDH works?
2. How is the accuracy of translation from English to Indonesian done by the students in translating SDH works?

3. How is the acceptability of translation from English to Indonesian done by the students in translating SDH works?
4. How is the readability of translation from English to Indonesian done by the students in translating SDH works?

D. Objective of the Study

Considering the research questions above, the researcher formulates the objectives of this study as follows:

1. Classifying the types of translation technique from English to Indonesian done by the students in translating SDH works.
2. Describing the accuracy of translation from English to Indonesian done by the students in translating SDH works.
3. Describing the acceptability of translation from English to Indonesian done by the students in translating SDH works.
4. Describing the readability of translation from English to Indonesian done by the students in translating SDH works.

E. Benefit of the Study

The results of this study, hopefully, yield the theoretical and practical significances as follows;

1. Theoretical Significances
 - a. Firstly, the results of this study, hopefully, can be useful and able to enrich references in applied linguistics especially in translation arena.
 - b. Secondly, it can give contributions and inspirations to increase the quality of translation especially on subtitling.
2. Practical Significance

Practically, the results of the study are expected to provide functionality for the lecturers, students, other researchers, institutions and readers.

a. For the lecturers

The results of this study can be useful as additional information for the lecturers especially in teaching translation which focusing on subtitling in Audio-visual translation class.

b. For the students

By knowing the results of this study, hopefully it can be used as a knowledge in learning translation especially on SDH in Audio-visual translation.

c. For the other researchers

Hopefully, the results of the study can give significant for the other researchers. It can motivate the other researchers to make other correlated study.

d. For the institution

The institution can make a policy for developing the curriculum of English department especially on translation subject and to teach their students with the current interest of translation field, especially in AVT.

F. Research Paper Organization

In order to ease the reading, the paper is originated briefly in the following order:

CHAPTER I is introduction. This chapter provides the background of the study. It also explains the limitation of the study, research question, objective of the study, the benefit of the study and research paper organization.

CHAPTER II is review of literature on the current studies. It deals with previous study, the notion of translation, translation process, translation technique, the notion of subtitling, subtitling strategy, translation equivalence, and subtitling for the deaf and hard of hearing.

CHAPTER III is research method. It discusses the research type, object of the research, data and source of data, technique of collecting data, validity of data, technique of analysing data and research procedure.

CHAPTER IV is research finding and discussion. This chapter reports the data found in the field with its analysis. The findings are originated systematically based on the formulated research question in the chapter I. It also present the discussion of the findings.

CHAPTER V is conclusion and suggestion. In this chapter discusses the pedagogical implication, suggestion and makes recommendation for further study.