

CHAPTER I

INTRODUCTION

A. Background of the Study

In this modern era almost entire people in the world know about film. Such as the famous and biggest home production which is production by Hollywood such as Walt Disney, Fox, Warner Bros, and Pixar. We know all of movies from there used English as source language and translated into target language. Person that doing this job called translator. This is not an easy job for translator to translate source language into target language because every languages has some difficulties like pronoun of utterances, dialect, and structures. According Catford (1965: 20) "translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)". It means that translator has to mix and match and combining the utterances in order to make a correct translation.

In the movie itself, translator has to translate English as source language (SL) into Indonesian as target language (TL) and it called subtitling. With subtitling will make easier for the viewers understand the story of the movie. According Cintas (2007: 8) subtitling is "may be defined as a translation practice that consists of presenting a written text, generally on the lower part of the screen, that endeavors to recount the original dialogue of the speakers, as well as the discursive elements that appear in the image". Subtitling commonly used to translate source language of the speakers, also to translate back sound of the movie.

Subtitling is the method of translation that most in demand by movie lovers because besides watching the movie with the original sound of speaker, the viewer also can read the subtitle under the screen to know the meaning of the conversation of the speakers. Although the translator has to translate correctly and gives the great quality if the subtitle. *Wonder Woman* movie is one of the famous movie that enjoyed by all age circle, from children until adult. This movie is about

superhero from Amazon that fight a war. The source language (SL) of this movie is English and the target language (TL) is Indonesian. In this case the writer interests to analyzing the subtitling strategies that and subtitle quality used in *Wonder Woman* movie. To analyze the subtitling strategies used in *Wonder Woman* movie, the writer used strategies by Henrik Gottlieb's (1992: 166) such as expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

The following is example of transfer strategy. Transfer refers to the strategy of translating the source text completely and accurately. From the source data of the movie script of *Wonder Woman* movie the writer chooses the subtitle as follows:

SL: Fighting does not make you a hero.

TL: *Bertarung tak lantas menjadikanmu pahlawan.*

The subtitle above is the example of transfer strategy that found in *Wonder Woman* movie script. The dialogue above includes in transfer strategy because the source language translated completely and accurately into target language without there is modification of the structure and meaning.

Second is deletion strategy that found in *Wonder Woman* movie script. Deletion is removes parts of the text, which is unimportant to translate into target language, as follows:

SL: It's time to sleep.

TL: *Waktunya tidur.*

The utterance above used deletion strategy. **It's** deleted when translated into target language in Indonesian because it unimportant and will not change the meaning.

Based on the phenomena above the writer interests and decides to analyze subtitling strategy and subtitle quality used in *Wonder Woman* movie with the

research entitled *AN ANALYSIS OF SUBTITLING STRATEGIES USED IN WONDER WOMAN MOVIE (2017)*.

B. Limitation of the Study

This research focuses on analyzing subtitling strategies that used in *Wonder Woman* movie and subtitle quality used in *Wonder Woman* movie. And the theories to support this research are translation by Catford, Sutopo, Nida and Taber, Newmark, subtitling by Cintaz, subtitling strategies by Gottlieb, and subtitle quality by Nababan and Sutopo.

C. Problem Statement

Based on the background of the study above, the writer formulates the following problems:

1. What are kinds of subtitling strategies used in *Wonder Woman* movie?
2. How is the subtitle quality used in *Wonder Woman* movie?

D. Objective of the Study

Based from the problem statements above, the writer formulates the following objectives:

1. To identify subtitling strategies used in *Wonder Woman* movie.
2. To describe the subtitle quality used in *Wonder Woman* movie.

E. Benefit of the Study

The writer hopes this research gives some benefits for the reader. They are mentioned below:

1. Theoretical Benefit

This research paper gives the additional material to make a research paper based on the title, data source, and result of the research.

2. Practical Benefit

- a. The result of this research paper gives benefit to other to improve knowledge about subtitling strategies and subtitle quality.
- b. The result of this research can be other reference for making research paper.

F. Research Paper Organization

The writer divides the research paper into five chapters.

Chapter I consists of background of the study, limitation of the study, problem statement, objectives of the study, benefit of the study and research paper organization.

Chapter II deals with underlying theory with the contain of theories from experts and previous study of subtitling strategies.

Chapter III presents underlying theory dealing with previous study of subtitling strategy, notion of definition of translation and translation procedure.

Chapter IV is research finding and discussion. In this chapter, the research finding is divided into two parts, subtitling strategies used in *Wonder Woman* movie and the subtitle quality that used in *Wonder Woman* movie.

Chapter V contains of conclusion and suggestion.

Bibliography

Appendix