

CHAPTER I

INTRODUCTION

A. Background of the Study

Movie is one of media to learn foreign language especially English language. The people who did not use English like Indonesian can learn it through conversation between the characters of the movie. The people need translation or subtitle of conversation between the characters to make the movie easier for the viewers, so the good subtitle takes important part. The movie that is suitable subtitle make the people easier to understand meaning of the movie. Movie is one of the media communications and entertainment because movie usually transfers ideas and maybe source of information to public. So, in this modern era public needs a translator to translate conversation in movie to inform the meaning of movie. Good movie need a good translator to translate all the conversation in the movie, so public can enjoy and enrich their knowledge by the movie.

One of the ways to translate foreign language in the movie is subtitling. Subtitling is textual version of the conversation from the movie or other program television like variety show, documenter program, reality show and other. Subtitling has many contributions to inform the public about the movie. According Gottlieb (2002) there are two categories for subtitling: intralingua and Interlingua subtitling. Intralinguasubtitling deals with the production of subtitles that remain in the same language as the original and are used for the deaf or hard of hearing, or for language learners. Interlingua subtitling is the type of language transfer that (1) simultaneously presents the translated and the original verbal elements and, at the same time, (2) transforms speech into writing.

Subtitling is one of ways in research of translation strategies in movie. Translation is the transmittal of written text from one language into another. According to Pinchuck (1977: 35), translation is the transfer of meanings. Words are not necessarily the names of things or of ideas. They have some relation to these, but not a direct or representation one.

According to Pinchuck (1977: 38), Translation is a process of finding a TL equivalent for an SL utterance. Based on the theory, the important of translation to make the people understands about movie script.

According to Newmark (2001: 7), Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. According to Bell (1991: 6), Translation is the replacement of a representation of a text in one language by a representation of an equivalent text in a second language.

Translation used to transfer written or spoken SL texts to written or spoken TL texts. The purpose of translation is to reproduce various kind texts including movie, thus making them available to wider readers. The good translation needs suitable strategy. Translation strategy is one of the important elements in subtitling activity. The translation strategy is important in subtitling activity because to increase understanding level. The other research, the people who doing subtitling activity always have difficulties to do subtitling activity, because the people never find suitable strategy in subtitling activity.

Translation strategy is one of aspects of the translation activity, as the translator must help readers to understand his translation result, not only increases but also help to understand the meaning of the subtitle.

All about activity in subtitling activity needs strategies. If the translators have not subtitling strategies, they cannot improve their subtitle achievement and automatically cannot help the readers to understand the subtitle result. The researcher uses strategies by Henrik Gottlieb, e.i transfer,

paraphrase, imitation, dislocation, condensation, deletion, expansion, transcription, and resignation.

On translation requires a strategies and methods used to help readers to understanding the meaning of movie. The strategies can be seen how capable in assisting readers in understanding skill. Strategies and methods that used certainly have its advantages and disadvantages of each.

Thus, this research only examines the strategies used by translator to easier on the subtitling activity if the translator has difficulties.

This research focuses on subtitling strategies used in movie script “Finding Dory 2016”. The focus of this study is to analyze the use strategies in subtitling activity on this movie script and the aim of this research is to know the subtitling strategy that used by subtitler in this movie.

The examples use of translation strategies used in movie script “Finding Dory 2016”:

1. SL: Hi. I’m Dory.
TL: Hai. Aku Dory.

The example above classified into transfer strategy, because in word “Hi” translate into “Hai” and “I’m Dory” translate into “Aku Dory”. The result of the translation easy to understand because SL transfer into TL clearly.

2. SL: We’ll pretend to be other kids now.
TL: kami akan berpura-pura jadi anaklain.

“**now**” from SL in there was deleted and not translated into Bahasa. So, the utterance above categorized into deletion strategy, because there is one word from SL not translated into TL.

3. SL: Do you want to play hide-and-seeK?
TL: Mau main petak umpet?

“Do you” in SL not translate into TL. In this sentence there is deletion strategy because of the phrase “Do you” not translate into Bahasa. Two examples in number two and three, words “now” and phrase “Do you” not translated into Bahasa. It means there is a deletion strategy in this movie script.

In this study, the writer elaborates subtitling strategy that used in movie script “Finding Dory 2016” and to know the kinds of strategy of this movie. The writer finds the data such as explanation of the examples above did not finds by the previous writers. From this movie the author finds other strategies used by subtitlers other than those described above.

Based on the explanations and the phenomena above, the writer is interested in analyzing the research entitled *SUBTITLING STRATEGIES USED IN MOVIE SCRIPT OF FINDING DORY 2016 BY BOCAH GENIUS*.

B. Limitation of the Study

In this study, the writer limits the problem to be analyzed. The limitation of this research is to find out the translation strategies in subtitling “Finding Dory” movie to get best result and affirm the phenomenon appear in subtitle “Finding Dory” movie. The data will analyze with theory by Henrik Gottlieb 1991.

C. Problem Statements

The writer describes the problem statement as follows:

1. What are subtitling strategies used in the "Finding Dory 2016" movie script?
2. How is the readability of the translation used in movie script “Finding Dory 2016”?

D. Objective of the Study

From the problem statements, the writer states objectives of the study below:

1. To know the subtitling strategies used in movie script “Finding Dory 2016”.
2. To describe the readability of the translation used in movie script “Finding Dory 2016”.

E. Benefit of the Study

From this research, the writer wishes it has the benefit for the readers. The benefit is divided into theoretical and practical benefit, they can be seen below:

1. Theoretical Benefit

- a. This study can complete the theory of the study conducted by other researchers before.
- b. This research can be used to understand about translation strategies in subtitling movie, especially to know subtitling strategies in movie “Finding Dory”.

2. Practical Benefit

- a. This study can be a reference for lecturer and students to the next research.
- b. The writer hopes the findings will give benefit to the lecturer to enrich the knowledge about theory of translation in subtitling movie.
- c. For readers, this research can enrich their knowledge about translation strategies and readability, especially in subtitling movie.

F. Research Paper Organization

The researcher divides this research into five chapters. Chapter I consists of background of the study, limitation of the study, problem

statement, objective of the study, benefit of the study, and the last part research paper organization.

Chapter II is underlying theory with previous study, subtitling, the notion of translation, process of translation, translation procedures, readability in translation and linguistic forms including English linguistic forms and Indonesian linguistic forms.

Chapter III is research method with type and object research, data and data source, technique collecting data, data validity and method of analyzing data.

Chapter IV is research finding and discussion. The writer divides this chapter into two parts, the translation strategies found in subtitling in “Finding Dory” movie and the readability in subtitling in “Finding Dory” movie.

Chapter V explains conclusion and suggestion, research finding and discussion.