

CHAPTER 1

INTRODUCTION

A. Background of Study

In the era globalization movie has a good quality. In addition, it can be attracted the high interest to the audience. The audiences are not only adults or teenagers but also children who watching the movie. Especially Hollywood movie have dominated in the industry movie which can be interested the other country like Indonesia. The example of Hollywood movie like “Kung Fu Panda 3” movie.

The researcher finds the phenomena in the “Kung Fu Panda 3” movie. The phenomena is translation quality in English-Indonesia subtitling. This movie uses English language because this movie have been produced by Hollywood movie industry. The audiences are from various countries including Indonesia. Almost all of Hollywood movies uses English language, which are difficult to understand by Indonesians. Therefore, the movie producers must transfer English equally the source language to certain target language.

According to Catford, the translation is describe as "the substitute of written material from one language (SL) by equivalent written material in another language (TL)" (Catford, 1965: 20). The language can be translated by English-Indonesia or Indonesia-English and another language which want to translate. This process have to implicate the interpretation of sense of the text and making the same sense in another language. We can conclude that translation is the procedure of making volume of the message/declaration from one language (source language) to another language (the target language).

Nababan (2012), in “*Pengembangan Model Penilaian Kualitas Terjemahan*” quality translation should meet the three aspects, namely aspects of accuracy, acceptability and readability. With three aspects from this we can analyzed the subtitling quality.

According to Nababan (2012: 44-45) "Accuracy is a word which used in the assessment of translation state to whether the text source language and target language text is already value it or not".

Accuracy:

Source Language : If you only do what you can do

Target Language : Jika kau hanya melakukan yang kau bisa

The sentence *If you only do what you can do* in the source language is translated into target language become *Jika kau hanya melakukan yang kau bisa*. This sentence is accurate subtitling because it is no misrepresentation of meaning and simple to understand.

The second aspect of that translation quality related to the issue of acceptability. According to Nababan (2012: 44), he said "The term acceptability refers to whether a translation has been disclosed in accordance with the rules, norms and culture in the target language or not yet, either on the micro level or at the macro level."

Acceptability:

Source Language : We thought we lost you.

Target Language : Kami kira kau pergi selamanya.

From the text above, the source language *We thought we lost you* is translated into target language *Kami kira kau pergi selamanya*. It was natural sounds and the technical terms used are reader-friendly. This sentence make easy to understand according target language because it used are grammatically correct. This sentence belongs to acceptable subtitling.

According to Nababan (2012: 45), he said "The term readability is used also in the field of translation as each translating activities can not be separated from reading activity."

Readability:

Source Language : Of course you do. All pandas dance.

Target Language : Tentu kau bisa. Semua panda bisa menari.

From the text above, the sentence *Of course you do. All pandas dance* was translated into *Tentu kau bisa. Semua panda bisa menari*. The sentences or texts above can be simply understood by the readers. The source language and the target language have the equal meaning. From the description above this sentence belongs to high readability level in target language.

According to Roks in *Translation in Theory and Practice* (2014: 19) “Subtitling is a shape of literary translation which deviates considerably since other translation types. To obtain a satisfying result, the subtitler needs to pay attention to more than just the source text.” Then he said “The visual images and sound effects of the original product, together with the space and time constraints that are inextricably linked to subtitling are just a few issues that a subtitle translator has to keep in mind”.

Kung Fu Panda 3 is a movie produced by Hollywood industry movie. The movie is a type of cartoon that has animal figures such as panda, lion, snake, etc. This film tells the story of the end of the search for the identity of "Po" panda. A panda who is fond of eating but also good at Kung Fu. Apart from that, Kung Fu Panda remains a film that deserves juxtaposed with two previous films, especially from the value of entertainment that is still qualified. Beautiful picture and animation display that is supported by good sound and music system makes this movie so delicious to watch all ages. The old characters are still lovable, while the new characters are fast enough to be familiar. There are still inspirational values that can be taken like their predecessors.

Based on the facts explained above knowing and studying the quality of translation and its subtitling which are used in *Kung Fu Panda 3* movie there are any subtitling quality in the English into Indonesia on *Kung Fu Panda 3* movie.

B. Limitation of Study

In this study, the researcher will focus in describe the subtitling quality of English into Indonesia in *Kung Fu Panda 3* movie. Subtitle that is used in the version of Pein Akatsuki (www.sebuah-dongeng.com) movie using theory from Nababan.

C. Problem Statement

This research is conducted to response the following research questions:

1. How is accuracy of the subtitling quality found in *Kung Fu Panda 3* movie?
2. How is acceptability of the subtitling quality found in *Kung Fu Panda 3* movie?
3. How is readability of the subtitling quality found in *Kung Fu Panda 3* movie?

D. Objective of the Study

The writer has the objective of the study to be analyzed in this research. Objective of this research are:

1. To describe the accuracy of subtitling quality in *Kung Fu Panda 3* movie.
2. To describe the acceptability of subtitling quality in *Kung Fu Panda 3* movie.
3. To describe the readability of subtitling quality in *Kung Fu Panda 3* movie.

E. Benefit of the Study

The writer confidences that result of this research has benefit as follow:

1. Theoretical Benefit

This research is expected to provide a clear explanation and can be reference to increase knowledge about translation quality which are mostly used in *Kung Fu Panda 3* movie subtitle.

2. Practical Benefit

1. For students

- a. Students can develop their skill on translation.
- b. Students more understand about the translation quality.
- c. Students can share their creativity with other.
- d. Students will also append their knowledge about English-Indonesia subtitle.

2. For teacher
 - a. Teachers can use translation quality to develop their students' translation skill.
 - b. Teachers can contribute information and become reference for students of translation courses.
3. For researcher
 - a. The researcher can develop their skill on translation.
 - b. The researcher get more information and knowledge about translation quality.
4. For translator
 - a. This research can be beneficial to added information for translator to analyze translation quality or translation error in English-Indonesia subtitle.