

CHAPTER I

INTRODUCTION

This chapter will contain the based theoretical underlying the general description of the research to be conducted. It consists of 5 sub-chapters there are Introduction, Research Questions, Objective of the Study, Significance of the Study, and Scope and Limitation.

1.1 Background of the Study

At this time, globalization can spread quickly and widely. Humans from various countries began to interact by seeking and sharing entertainment, information, education, and knowledge through multimedia in the form of news, songs, videos, and movies. The multimedia, contains elements of the native language and culture of the country that created it. At this time, movies can act as a tool for communication rather than just being used as entertainment. In this era, Films usually contain information that can be transferred to impact those who see it broadly.

In 20s century, the film industry was very developed, especially in Hollywood Industry. The technology used to make films is also very well developed to look natural. Movies nowadays are more colorful and entertaining and have good detailed sound so that the audience easily hears them. With this modern technology, the film industry is also competing by creating various kinds of storylines that can attract big audiences. They spend a lot of money on casting actors who are currently famous and professional to be able to make films with good results. Hollywood uses English as its source language, but not all countries or people can use and understand English well. Meanwhile, the translation is a challenge, the film industry needs translators as helpers to be able to translate these films into several languages. A translator, of course, can translate the language from the source language to the target language. According to Catford (1965), translation is referred to as the activity of

replacing textual material in the source language for which equivalents are sought in the textual material in the target language.

Foreign movies need and must use subtitle translation to promote their movie. A subtitle is required to make foreign people easier to understand the meaning of the film. The translation is not an easy task because, as Catford (1965) said, translation requires equivalence in both languages. A translator must change the language carefully because information and ideas cannot be changed even though they have been translated into the target language. The translation process is essential so that foreign people do not find a vague understanding in the film. Hatim and Mason in Venuti (2000) said that translators face four difficulties in translating language and putting it on the screen. The first is the shift in mode from speech to writing. Second, the factors govern the medium or channel in which meaning is conveyed. Third, the reduction of the source text as a consequence of 2 above. The last is the requirement to match the visual images.

There are two types of subtitling by Cintas (2006). They are interlingual subtitling is defined as translating the source language (SL) into the target language (TL) by using several types of strategies in translation. Then there is intralingual subtitling which means not changing the language in the multimedia. Jakobson (2000) also divides translation into three kinds, they are:

1. Intralingual translation or rewording is an interpretation of verbal signs by means of other signs of the same language.
2. Interlingual translation or translation proper is an interpretation of verbal signs by means of some other language.
3. Intersemiotic translation or transmutation is an interpretation of verbal signs by means of signs of nonverbal sign systems.

According to Gottlieb (1992) subtitle strategies are used as follows: condensation, decimation, deletion, dislocation, expansion, imitation, paraphrase, resignation, transcription, and transfer. These strategies are needed for translators to create good

translations so that the audience understands the plot and the moral message conveyed by the producers through the film. Here are the examples in general of imitation, a strategy from subtitling strategies theory :

SL: “Who’s **Hittler**?”

TL: “*Siapa **Hittler**?*”

From the example above the translator needs suitable strategies for making good subtitles. The right strategies are also required because there is no misunderstanding between the audience and the film producer. If the translation process is not done correctly and uses the right strategy, the subtitles will be difficult for the audience to read. The wrong subtitle will cause inconvenience to the audience when watching movies because the story's contents will be ambiguous. Therefore, readability is needed to support this translating work. Here is the example of readability:

SL: “You role the dice to move your token”

TL: “*Kau melempar dadu untuk memindahkan tokenmu*”

This subtitle is considered quite accurate and got 2 scores. The word “token” does not be translated in target language. The picture helps the readers to understand the meaning of token.

Chef movie is one of the Hollywood films that was imported to Indonesia. This film was launched in 2014, which is eight years ago and produced by Fairview and Aldamisa Entertainment. According to rottentomatoes.com, this film received a rating of 87% from the audience. The film tells the life journey of a chef who tries to succeed through his food truck. This film is a comedy-drama genre by John Favreau as the director. Various people can enjoy this film because it contains elements of entertainment and the courage to realize one's desires.

Here, the researcher is interesting to analyze the subtitle and utterances from the main character in *Chef* movie which contains the Gottlieb’s (1992) theory of subtitling strategies and readability by Nababan, et al. (2012). A translator must use the right language so as not to reduce or eliminate the message intended in the source language.

The target language must find the equivalent of the text in the source language. Then to show the level of accuracy of a product subtitling required readability test. The function of readability is to verify a product of target language that can be properly understood by audiences. This capability is needed absolutely to avoid misunderstanding and unreadable text, so the audiences who read the product of translation as in this movie are not getting confusion in understanding the message. These are the things that have motivated the researcher to examine deeper about subtitling strategies and readability.

Based on the explanation above the researcher is interested in conducting a study entitled “An Analysis of Subtitling Strategies and Readability in *Chef* Movie” to analyze the subtitling strategies and readability aspect contained in the movie. The main focus of this study is to make the audience understand the meaning and message conveyed in the movie. Then, this study is also useful as the reference to help the future researchers who use the same topic.

1.2 Research Questions

Based on the background that has been written, 2 research questions in this study are:

1. What are Subtitling Strategies found in a movie titled *Chef*?
2. How are the Readability of the selected script in *Chef* Movie found to prove the quality of subtitle?

1.3 Objective of the Study

The objective of this study will explain the purpose of this study. The aims of this study are:

1. To find out the use and describe the Subtitling Strategies in a movie titled *Chef*.
2. To investigate and prove the readability score of the English subtitles used in the *Chef* movie.

1.4 Significance of the Study

In this sub-chapter, we will explain the significance of the study from a theoretical and practical perspective. On the practical side, there are three benefits for study programs, students, and society. The following are the benefits generated in this study:

1. Theoretically

As a reference for further research related to the Subtitling Strategy using the theory from Gottlieb (1992) and readability by Nababan, et al. (2012) in *Chef* movie, as well as being material for other studies to be used in further research.

2. Practically

a. For English Study Program

As input in improving knowledge, especially in the field of Translation, it is more precisely related to how to apply the Subtitling Strategy and Readability in providing *Chef* Movie subtitles.

b. For Students

This study aims as the knowledge to improve the discipline of linguistics for further researchers related to the science of translation. Especially those who use Movies as a data source and use the theory from Gottlieb (1992) and Nababan, et al. (2012) to analyze the data.

c. For Society

To increase public understanding regarding the study of translation in English to Indonesian and the Subtitle Strategy used in the *Chef* Movie.

1.5 Scope and Limitation

This study will conduct to determine the application of the Subtitle Strategy by Gottlieb (1992) and the readability by Nababan et al (2012) in the *Chef* movie. The focus of this research is analyzing the samples of subtitles and utterances by the main characters from *Chef* movie. The researcher used the *Chef* movie as the object of this research. This research aims to make the translator understand the right strategies and produce a good translation product. Subtitling strategies theory are needed in this study to analyze the use of strategy in this movie. The researcher must understand the readability of the *Chef* movie. Readability in this research is used to prove the

understandability about the plot, meaning, and moral message which aims for the audience is not confused in interpreting the message contained in the film.