

## **CHAPTER I**

### **INTRODUCTION**

This chapter covers some topics related to the introduction of this study. It explains about general background of the study, research question related to the problem, objective of the study, significance, and scope and limitation of the study.

#### **1.1 Background of the Study**

Language is one of the necessities for human life. Almost every activity is done by human related to language. In this world, there are many languages found in each country. Therefore, translation is required to connect and make people understand to other languages. Translation is a study of changing one language to another language. For example, English language is as source of language, and it can be translated into Indonesian language as target language.

There are many movies produced in this world. Every movie has its own language based on where it is produced. For example, Mulan 2020 movie is discussed in this research. The writer chooses Mulan 2020 movie because it is an American movie, but it tells about a woman hero of China, named is Hua Mulan. Although this movie has a setting in Imperial China and the plot of story about the history of hero in China, but this movie uses English language as the language in all conversations.

People unconsciously need translation in their activity. For instance, when people watch a movie, they need translation text to understand the movie. Text of

translation in a movie can be called as subtitle. According Karamitraoglou (2000:5), subtitle is translating source language in spoken form into target language in written text, which is added directly when the audio visual is running and exist at the bottom of screen. In addition, Shuttleworth & Cowie (1997:161) ever stated that subtitling is a process of providing synchronized captions for movie and television dialogue. Subtitle is one of three kinds of AVT (Audio Visual Translation). According to Batroll (2004), Audio Visual Translation (AVT) means a dynamic message is displayed through visual channel. In addition, Gottlieb (2002) states that AVT is as screen translation, it means the translation of equivalent in dynamic word through semiotic channel such as writing, image, speech, and others.

Luyken (1991:11) states that transferring language in audio visual is related to the process how a movie or other entertainment media make their audiences understand with unfamiliar of source language. So, because of that, in subtitling, there is a subtitling strategy. Gottlieb (1992) has ten strategies in subtitling, there are paraphrase, expansion, imitation, transfer, transcription, dislocation, decimation, condensation, resignation and deletion. Each strategy can affect the readability of subtitle texts in a movie.

This research focuses on subtitling strategies in directive sentences. According to Holmes (1992:239), directive sentence is one of kinds of speech acts to get the addressees do something. For example, the writer takes from dialogue in *Mulan* movie:

ST: “You need to cultivate your gift. Your chi is powerful.”

TT: “*Kau harus mengolah bakatmu. Chimu sangat kuat.*”

In the datum above, “you need to cultivate your gift” is a suggestion sentence, because the commander recommends Mulan to cultivate her power. This sample includes transfer strategy because the text is translated by literal word into “*kau harus mengolah bakatmu*”. The sample includes high level readability, because the result of the assessment, the raters rated the translated sentence of target text can be read and understood easily.

Choosing suitable strategies can help a translator in giving subtitles in a movie. Sakri (1985:86) states that the successful of subtitling can look at how the viewer can get the point of the meaning in the conversation when they watch movie. In the other words, translator is not only translating all words of the source language, but they also consider to restructure language and maintain the meaning by using the target language in order the viewer can understand the movie.

Subtitle process must focus on the relation between source language and target language in order to make good and understandable subtitle. Larson (1984:490-501) proposes there are three assessment in the subtitle such as the accuracy, readability and naturalness. The accuracy is related to the equivalence of meaning or message that is conveyed into target language is similar to source language’s intended. The readability means the readable level of the receiver in understanding the target language. The naturalness is the natural form used in transferring source language into target language.

Subtitle strategy becomes the interesting topic of this research, because it discusses about the strategies are used by the translator in making subtitle. The good subtitle can make the viewers understand, and it is called as the readability of subtitle. This research also focuses on directive sentence and it uses Mulan movie. The reason of this research chooses directive sentences, because these sentences are used frequently and the writer wants to know how the translator subtitle applies the subtitling strategies in directive sentences such as command, prohibition, suggestion, request and inviting. So, this research are different from previous study because the focus is on how subtitle strategy used on directive sentences and its readability level of each sentence.

The good subtitle can help the plot of a movie, conversation and message that want to be conveyed is fulfilled. Indonesia has many good subtitle translators, one of them is Pein Akatsuki. He has been translating many movies in English-Indonesian subtitle. This research uses Mulan 2020 Movie by using Indonesian subtitles from Pein Akatsuki. This research wants to adjust the subtitle strategies are used by him and how the readability of his Indonesian subtitle to Indonesia people.

## **1.2 Research Questions**

Based on the general background above, this research has questions that will be discussed:

1. What kinds of strategy are used in subtitling directive sentences from English into Mulan's Indonesian subtitle?

2. How is the readability of directive sentences in Mulan's Indonesian subtitle?

### **1.3 The Objectives of the Study**

Based on research questions above, the objectives of study are aimed:

1. To categorize and describe the kinds of Indonesian's subtitle strategy are applied in directive sentences in Mulan 2020 movie.
2. To know the readability level of directive sentences in Indonesia subtitle in Mulan 2020 movie.

### **1.4 The Significances of the Study**

This research is expected to be able to give some significances. Those are:

1. Theoretically, this research is expected to give benefits in helping people want to know kinds of subtitling strategies are applied in a movie. It also wants to give better understanding about the Gottlieb's theory in subtitling strategies and the assessment of readability in the subtitle by Nababan's assessment.
2. Practically, this research has expectation to be useful to people who want to practice translation, especially subtitle, to give more consideration to their subtitling strategies in a movie in delivering the source language (English) into target language (Indonesian). It also hopes that it will be useful research to the next researchers who want to conduct the similar research in translation field, especially subtitle strategies and the readability in the subtitle.

### **1.5 The Scope and Limitation of the Study**

For the scope and limitation in conducting this research:

1. The scope of this research involves the use of Gottlieb's theory in subtitling strategies to analyze the strategies are used by translator in giving subtitles in Mulan 2020 movie and the assessment of readability in the subtitle by Nababan.
2. In order to focus the research, the writer limits the research only in subtitling strategies by using Gottlieb's theory and the assessment of readability by Nababan. The writer also limits the subtitle only in directive sentences in the conversation in the movie.