

CHAPTER I

INTRODUCTION

There are five subchapters in this chapter. The subchapters cover the background of the study, research questions, objectives of the study, significance of the study and scope and limitation of the study. The background of the study provides and introduces the topic of the study. Research questions will be used as a basis for the study to be carried out. The objectives of the study contain the purposes of the research questions. The significance of the study aims to inform and convince the importance of this study theoretically and practically. The scope and limitations of the study are the specific field of this study.

1.1 Background of the Study

Language is one of the most important means of communication in our lives. Most people know that communication is the primary function of language. Without language, we would not be able to communicate with others. Language can also unite us with many people around the world. Brumfit (2001) says that English is an international language and the most widespread medium of international communication. In this millennial era, communication media are not only used for everyday conversations but can also be used in communication media like literary works.

Nowadays, we live in an era of globalization, which has some impacts on our lives. One of the impacts of globalization is Western society. Globalization allows every person to explore and share knowledge, information, and entertainment through multimedia such as television programs, songs, videos and movies that are created in other countries. Those multimedia mostly have an original language and culture. In this era, a movie, which is one of the forms of entertainment that people choose, has also become a communication tool. A movie is the same as transferring ideas, and it might be one of the information sources that has extended influence.

In the 20th century, the film business experienced significant growth, particularly in the Hollywood industry. The technology in film production is very advanced, ensuring a natural and realistic appearance. Contemporary films show eye-catching images and captivating narratives, accompanied by meticulous sound design to ensure the optimal auditory experience for the viewers. The film industry is engaging in competition by generating unique stories that can captivate large audiences. Considerable financial resources are allocated to the recruitment of highly renowned and skilled performers in order to produce films of exceptional quality. Hollywood employs English as its primary language of origin, but not all nations or individuals can use and comprehend English effectively. At the same time, the translation process poses an overwhelming task, needing the assistance of translators in the film industry to render these films effectively into several languages. A translator can convert the language from the source to the target language. As defined by Catford (1965), translation is the process of substituting textual content in the source language with corresponding content in the target language. Besides that, Bassnett (2002) stated that translation involves not only replacing the lexical and grammatical aspects of two languages but also the cultural settings of the texts.

Foreign movies need and should use subtitle translation to promote their movie in another country. A subtitle is required to make foreign people more accessible to understand the film's meaning. The primary purpose of subtitling is to assist the audience in watching their films. However, subtitling is a problematic part. A translator should use the correct language so that no misunderstanding occurs and the message contained in the film is removed. The target language must find the equivalent of the text in the source language. Then to show the level of accuracy of the product's subtitle required reading tests. The reading function is to verify from the target language that it can be properly understood by the audience. This is necessary to avoid misunderstandings of the text, so that the audience who reads the translation of the film has no difficulty in understanding the message in the film. Not only does a translator translate one language into another, but a translator must accurately communicate the ideas and thoughts in the film.

One effective way to translate foreign films is by subtitling. When watching a movie, the subtitles will be a very important thing to display. Because it is necessary to make it easier for non-native speakers to understand the meaning of the film. Subtitles are usually placed at the bottom of the screen. Through subtitles, foreign movie viewers can more easily enjoy and understand the content of the movie by reading the text of the subtitle at the lower end without being confused about the meaning. Subtitling is a method of translating films using foreign languages without manipulating the original dialogue. Basically, Cintas (2009) stated that there are two types of subtitling, namely interlingual subtitle, which means transferring from the source language to the target language, and intralingual subtitle that means not changing the language. In interlinguals, a translator can freely apply some kind of strategy in translating the source subtitle (SL) into the target language. (TL).

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 is the examples in general of imitation, a strategy from subtitling strategies theory:

SL: "Welcome to Jolly Old London?"

TL: "*Selamat datang di Jolly Old London?*"

From the above example, a translator needs the right strategy to create a good subtitle so that there is no misunderstanding between the filmmaker and the audience. If the subtitle does not use the correct strategy then it will be difficult for the audience to understand the film. Inappropriate subtitles will cause discomfort to the audience while watching the movie because the contents of the story will be ambiguous.

Besides that, to make a good subtitle the translation use readability to know the rating of the subtitle. According to Nababan (2012) readability refers to the easy degree of a text to be understood. Here is an example of readability:

SL: "Digging that hat."

TL: "*Aku suka topi itu*"

This subtitle is considered quite accurate and got 2 scores, because the reader must re-read the translated sentence in order to understand the intended meaning. The word “Digging” is an idiom and different cultural nuances in target language. Effective subtitle strategies enhance readability so that the audience can easily understand the meaning of the good subtitle. Most western or foreign films need subtitles, one of them is the *Bomb City* movie.

Bomb City is a 2018 movie based on a true story. *Bomb City* is an American crime film directed by Jameson Brooks and written by living witness Jameson Brooks and assisted by Sheldon R. Chick. Brooks wrote the script with Amarillo's partner, Sheldon Chick, producing the film with Major Dodge. Scenes from the film were taken in Dallas, Amarillo, Rockwall, and Denton, Texas. Jameson Brooks was influenced by the accident that happened on 6 December 1997 in Amarillo, Texas. Then he made this film and released it on 9 February 2018. This film made a profit of around 59.329 USD. *Bomb City* itself has won awards as well as multiple awards on International film awards in Dallas International Film Festival (2017) and many others. The film tells the story of Punk's life in Amarillo, Texas in 1997. How Brian Deneke was killed in a car accident and the suspect was Cody Cates. In this movie, Punk has a bad stereotype of other people who don't like the way they dress.

Some previous studies inspired the writer to conduct this study. The first is a study conducted by Wigrha et al. (2022). This study analyzes the subtitling strategies used in Zootopia movies. The second is a study by Putriani et al. (2023). This study explains the subtitling strategies of cultural words. The third is a study by Eprilia et al. (2022). This study focused on subtitling strategies in a movie. The fourth is a study by Sulistijani et al. (2019). This study shows a subtitling strategy in the film Ender's Game. Another previous study is conducted by Savitri et al. (2023). This study aims to identify slang expressions and analyze the subtitling strategies, slang types, and readability.

Based on the above explanation, the writer is interested in conducting a study entitled “An Analysis English-Indonesia Subtitling and Readability in *Bomb City* Movie” to analyze the subtitling strategies and readability aspects 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 a reference to help future researchers who use the same topic.

1.2 Research Questions

Based on the background study above, there are two research questions as follow :

1. What are the types of subtitling strategies applied in English to Indonesian subtitles found in *Bomb City* movie?
2. How are the readability of the script in *Bomb City* movie found to prove the quality of the subtitle ?

1.3 Objectives of the Study

According to research questions above, the objectives of study as follows :

1. To analyze the subtitling strategies types applied in English into Indonesian subtitles found in *Bomb City* movie.
2. To analyze the readability rating of the english subtitles used in the *Bomb City* Movie

1.4 Significance of the Study

The findings of the research are supposed to give valuable contributions theoretically and practically.

1.4.1 Theoretical Significance

This study will give a contribution to linguistic study, especially in translation. This study can help other writers who want to discuss a related topic, such as subtitle strategies and readability in movies.

1.4.2 Practical Significance

1. 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 *Bomb City* Movie subtitles.

2. For Readers

To improve knowledge related to translation, particularly in subtitling and readability in the *Bomb City* movie. This research can be a guide for the reader to improve his understanding of linguistic science related to translation. Especially those who use films as research objects and use the theories of Gottlieb (1992) and Nababan (2012).

1.5 Scope and Limitation

The scope of this research is based on the field of translation, particularly subtitling and readability. This study analyzes the types of subtitle strategies and ratings of readability in *Bomb City* movie. The aspects behind it and the meaning therein using Gottlieb's (1992) and Nababan (2012) theories. Based on Gottlieb (1992), there are ten subtitle strategies: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.