

CHAPTER I

INTRODUCTION

There are some points to discuss in this chapter such as background of study, significance of the study, scope and limitation of the study.

1.1 Background of the Study

In today's era, the ability to master a language is very necessary. In addition to being a method for interacting between individuals with each other, language also makes it easier for us to understand the meaning of someone who is having a dialogue with us. According to Junadi et al. (2021) language is a skill possessed by living creatures called humans to communicate with other humans using signs, for example by using words and gestures. According to Selpiyanti (2022) linguistic intelligence is the ability to recognize words effectively, both verbally and in writing, including the ability to remember information and talk about it. In the world of translation, there are written translations and film subtitling translations. However, there are some differences in written translation and translating film subtitling. In translating film subtitles, it usually occurs in films that are shown on television, the big screen, or other social media. Not only just translating, but also having to pay attention to the layout of the dialogue on the screen, also having to pay attention to the timing of the dialogue that coincides with the appearance of the subtitling must fit the dialogue in the film.

A film is a television program produced by media in various languages. A film usually consists of sound and subtitles that appear simultaneously. The plot of a film is divided into several parts such as: adventure, biography, action, romance, comedy, horror, etc. In this era, people are curious about the culture of other countries, they can get information from various media. However, there is a language barrier which is a problem for most people, because they only understand one language, namely their own. Nowadays, people don't need to learn a language first to get the information they want. They just need to press the 'subtitle' button on their video player. Apart from that, choose the language according to what they want. Then subtitles will appear displayed on the video screen, which are sometimes referred to as captions, as a transcription of film or TV dialogue, presented

simultaneously on the screen. It usually consists of one or two lines averaging a maximum length of 35 characters. Subtitles are placed at the bottom of the image and are centered or left aligned.

Subtitling is a subtitle product or also called screen translation. Because it is translated from video or screen dialogue and converted into text, then put back on the screen. In translating spoken dialogue into written text, synchronization is required. Long dialogue must be translated into two lines so that the duration of the sound effects and film images can be synchronized. Translating and subtitling have the same meaning, namely moving a text from the source text to the target language text. Translating and creating subtitles have several differences. Translations generally have no output limits within the target text, subtitles do. That's why subtitles have their own strategy. This research relates to the English subtitle film entitled Tall Girl 2 film, which is a 2022 American romantic comedy film directed by Emily Ting from a screenplay written by Sam Wolfson and Christopher Cavco as the translator of the film's subtitles.

Films are made for various purposes. Films are used as an entertainment medium to relieve fatigue after a day of work or activities. Apart from that, films are also used as a learning medium. Film is a cinematographic work that can function as a tool for cultural education or cultural education. Films that are a combination of images and sound attract people to watch them. This is entertainment for people after they are tired of carrying out activities. Subtitles in a film are very necessary. This is useful so that the audience can understand the meaning of the dialogue in a film. Apart from that, subtitles can be used as a means of translating films that can be accessed by viewers. Not many people know that subtitles are part of a translation tool that can be used as a learning tool as a translation strategy for films.

Subtitles play an important role in discussing how to convey film dialogue, capturing cultural nuances, preserving the cinematic experience for the audience. Apart from that, there are many challenges in translating film subtitles. when translating subtitles translators will face several challenges in highlighting the complexity of translating subtitles. Starting with accuracy in making subtitles,

which must match the dialogue, which must match the film's characters, and timing which must match the film's dialogue. Film and culture have a complicated dynamic relationship, where film is able to influence people's culture and influence them, but film is also an integral part and a reflection of certain cultures or beliefs at that time. Every translator definitely has problems that translators often face due to several things, such as: foreign words, words that cannot be translated, abbreviations and acronyms, and so on.

In film translation, Translation strategy analysis is very important because

some Understanding Translation Purpose: Translation strategy analysis helps to understand the purpose of translation, which is to communicate the message or meaning of the original text into the target language. Identifying Translation Strategies: Translation strategy analysis helps to identify the translation strategies used, such as literal strategy, free strategy, or adaptation strategy. Evaluating Translation Quality: Translation strategy analysis helps to evaluate the quality of translation, which is how well the translation achieves the translation purpose. Developing Translation Skills: Translation strategy analysis helps to develop translation skills, which is by understanding effective and ineffective translation strategies. Increasing Linguistic Awareness: Translation strategy analysis helps to increase linguistic awareness, which is by understanding the differences between the original and target languages. Developing Analytical Skills: Translation strategy analysis helps to develop analytical skills, which is by understanding how to analyze texts and identify translation strategies. Improving Communication Quality: Translation strategy analysis helps to improve communication quality, which is by understanding how to communicate messages or meanings effectively. Thus, translation strategy analysis is essential to improve translation quality, develop translation skills, and enhance linguistic awareness.

1.2 Research Questions

1. What are translation strategies used in the subtitle of “Tall Girl 2” movie?
2. How are the translation strategies applied in the “Tall Girl 2” movie?

1.3 Objectives of the Study

- 1.To find out the translation strategies used in the “Tall Girl” 2 movie
- 2.To understand how tell the strategies are used in the “Tall Girl 2” movie

1.4 Significance of the Study

The significance of the study in this research is that it provides theoretical and practical contributions. From a theoretical perspective, it is hoped that this research can contribute to strategies for translating English into Indonesian or vice versa for the development of translation science. In practical terms, this research will provide additional references for students majoring in English, so that they know translation strategies, especially film translation. And for the general public who want to translate films, it is hoped that this research can be used as a reference so that the strategies used in translation can be of some help.

1.5 Scope and Limitations of the Study

The scope of this research is a translation strategy that focuses on film subtitles and uses the theory put forward by Gottlieb especially in Sugeng Haryanto.(1994). The limitation of this research is that the researcher analyzes the data on the subtitles of “Tall Girl 2” movie, then simplifies it by selecting several scenes in the subtitles of “Tall Girl 2” movie.