

CHAPTER I

INTRODUCTION

This chapter outlines the reasons and background for this study and the selected topic. It is divided into several sub-sections that explain how the research is conducted, including the research question, objectives, significance, and scope and limitations.

1.1 Background of the Study

Language is very important and is used to communicate and convey what someone wants to say to another person. Language allows us to interact with people from various countries or even worldwide. Each person uses a different language to communicate. And it is applied in various forms, either verbally or in writing, such as poetry, movie, drama, songs, music, and others. According to Wardhaugh (2006), language makes people express their thoughts and connect with each other. Language has its own characteristics. These characteristics are influenced by when, where, and with whom the language is used. From the explanation above, language is like a friendly bridge connecting people from all over the world, it's not just about words, it's how we share stories, feelings, and ideas. Whether we're using short sentences or long ones, language helps us express ourselves.

Translation plays an important role in the gap between different languages. Catford (1965) defines translation as the replacement of textual material in one language (SL) with equivalent material in another language (TL). Translation requires not only linguistic skills but also cultural understanding. Alamsyah & Masduki (2024) state that translation enables one to convey ideas and concepts despite language differences. Similarly, Munday (2008) emphasizes that translation involves more than just word-for-word substitution, as effective translation must account for nuances, idiomatic expressions, and the context in which language is used.

Today, translation is no longer limited to interpreting written texts such as documents, books, and novels. There is also what is known as audio-visual translation (AVT). Diaz (2020) stated that AVT is a collective term for the translation of programs whose linguistic aspects are part of the communication process. Unlike literature and poetry, audio-visual programs use two codes, namely image and sound. This means AVT is the process of translating content that includes both audio and visual components, such as films or movies, TV shows, video games, and other multimedia formats.

Movies are audio-visual works of art that serve as a medium of communication as well as entertainment. Before being released in cinemas, a movie is usually promoted through a short trailer. Trailers feature clips of scenes that aim to showcase the highlights of the movie and attract the attention of the audience. Kernan (2004) states that trailers are brief cinematic experiences designed to highlight the qualities of a movie. And also mentions that trailers are effective as a promotional medium because of their visual and emotional power.

In the movie industry, the success of a trailer is not only dependent on the picture and sound, but also on the quality of the audiovisual translation (AVT), especially if the trailer is being shown to a cross-cultural and linguistic audience. AVT plays an important role in making trailers available to a global audience, without losing the original meaning and nuances. The two most common forms of AVT used in trailers are dubbing and subtitling, with subtitling being a popular choice because it is practical and preserves the original sound of the movie. According to Díaz Cintas & Remael (2021, p.10). "Subtitling are written translations of the spoken dialogue in audiovisual productions, usually displayed at the bottom of the screen, synchronized with the original dialogue and visuals." More than just a direct speech translation, subtitling provides important information regarding background sounds, character names, and other contextual details that are not always conveyed through audio. In this process, the translator must ensure that the text remains accurate, concise, and

in sync with the duration of the dialog. In addition, subtitling also presents its own challenges, such as the need to adapt the text to the cultural context of the target audience, Idioms, humor, or special terms in the source language often require adaptation to remain relevant and easy to understand.

In creating subtitles, translators have their strategies, which are called subtitling strategies. When applying them, translators usually have their different ways. They can produce subtitles that are great and easy for the audience to understand, as well as produce translations of good quality. Subtitling strategies also have some interesting challenges to discuss. One of them is the balance between accuracy and clarity, where it is important to achieve harmony between accurate translation and subtitle text that is clear to the audience. In addition, the use of informal language, such as slang or dialect, can also be a challenge. The translation of culture-specific humor and idioms also requires the right strategy to remain effective in subtitles. Subtitling strategies can also play a role in language learning, and the quality of subtitling can affect the audience's understanding of the movie. In subtitling strategies, Gottlieb (1992) found ten strategies: expansion, transfer, paraphrase, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. In order to provide subtitles, translators can use the strategy applied by Gottlieb as an application.

For example the subtitling strategies of condensation from subtitle in the movie trailer “Inside Out 2” :

Source Language : Sadness, is in the house

Target Language : Sadness, ada di sini

In the example of the subtitle translation above, "Sadness, is in the house" is translated into Indonesian as "Sadness, ada di sini" and uses a condensation strategy, according to Gottlieb's theory (1992). Condensation strategy refers to the compaction of the source text without losing its essential meaning. In this

case, the idiomatic phrase "is in the house" is an informal English expression that expresses someone's presence or involvement visibly. The translation "ada di sini" conveys the basic meaning that Sadness is present, but without carrying all the idiomatic and expressive nuances of the source text. Therefore, there has been a simplification or condensation of language structure and style to suit the cultural context of the target language as well as the limited space in the subtitle medium. Although the expressive meaning is slightly reduced, the core message is still delivered clearly.

In this research, the researcher aims to analyze the subtitling strategies and the acceptability of subtitle translations in movie trailers. Since subtitling strategy is an important process in the translation of audiovisual media. It faces various technical limitations, such as text spaces and display duration. Therefore, translators often use specific strategies to convey meaning effectively and efficiently. In addition, analyzing the acceptability of the translation is relevant because the success of subtitles depends not only on the accuracy of the translation but also on the degree to which the translation is acceptable to the audience in their social and cultural context. Therefore, this study focuses on analyzing subtitling strategies in movie trailers to find out how meaning can be conveyed effectively to audiences from different language backgrounds.

This study analyze the subtitling strategies and the acceptability of the movie trailers "Inside Out 2" and "Mufasa: The Lion King". Both trailers are part of the internationally popular animated films released by The Walt Disney Studios in 2024. "Inside Out 2" and "Mufasa: The Lion King" not only has a global audience reach but also targets a variety of age groups, including children and adults, so the subtitling must consider the linguistic, cultural, and psychological aspects of the audience. In addition, movie trailers tend to have dense, short, and emotional dialogues, which pose a challenge for translators in choosing the right subtitling strategy. By analyzing these two trailers, the researcher can explore how the translator overcomes time and space constraints

in the subtitles and assess the acceptability of the translations to Indonesian audiences in terms of linguistic and cultural aspects.

1.2 Research Question

Based on the background, the researcher proposes the problem :

1. What are the types of subtitling strategies found in the movie trailer “Inside Out 2” and “Mufasa: The Lion King” ?
2. What are the level of acceptability in subtitle translation in the movie trailer “Inside Out 2” and “Mufasa: The Lion King” ?

1.3 Objectives of the Study

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

1. To identify the type of subtitling strategy found in subtitle translation in the movie trailer “Inside Out 2” and “Mufasa: The Lion King”.
2. To Find out the level of acceptability of subtitle translation in the movie trailer “Inside Out 2” and “Mufasa: The Lion King”.

1.4 Significance of the Study

Theoretically, this research can contribute to academics and students in understanding the challenges of translation, especially in films and series. Also, this study can be a reference for future research who are interested in researching subtitling. Practically, this study can contribute to helps translators to identify subtitling strategy in the subtitle. It also encourages readers to be more critical of the acceptability of the subtitles.

1.5 Scope and Limitation of the Study

The scope of this study is translation studies, focusing on subtitling strategies. This research focus on analyzing the subtitling strategies used in the subtitle translation of the movie trailer “Inside Out 2” and “Mufasa: The

Lion King” based on Ghotlib's (1992) theory, and examining the acceptability of the subtitles based on Pedersen's (2017) theory. This analysis conducted on the subtitle translation of the movie trailer. Therefore, the researcher limit this study to analyzing the subtitling strategy and the acceptability of subtitles in the movie trailer “Inside Out 2” and “Mufasa: The Lion King”.