

CHAPTER I

INTRODUCTION

This chapter explains about general background of the study, research questions related to the problem, objectives of the study, significance of the study, and scope and limitation of the study.

1.1 Background of Study

As a social being, communication is an important part of human life. Communication is used by humans to exchange information, opinions, and so on. The important thing in communication is language, without existence of language it will be hard for human to communicate with others. Through a language that they use, human can learn anything, be it in written or spoken form, formal and informal situation. In this part, translation is very important thing to connect and make people understand to other language. According to Larson (1984:3) translation is transferring the meaning of the source language into the target language.

Nowadays people like to learn through entertainment because people can get lessons and also get funs, especially from Hollywood movies. Hollywood has dominated the industry movies in Indonesia. The viewers are not only the teenagers or adults but also the children. The good quality of picture and also interesting story makes Hollywood movies more in demand by the Indonesian. Almost all the Hollywood movies are produced with English version, which is difficult for Indonesian to understand, this difference in the language used will be a problem. Because of that, the movie producers must transfer English as the source language into certain target language, in this case Indonesian language as a target language, so that the audience can more easily understand and enjoy the movie.

People unconsciously need translation in their activity, for example, translation is very necessary for people when watching movies to be able to understand the movie. Text of the translation in movie is called subtitle. The

translation for subtitled movies must have the same meaning from the source language to the target language so that the audience can understand each scene that is being displayed on the movie screen. This is necessary to convey a message to the audience who do not understand the message and meaning of the movie without a translation. A subtitle is a written translation from the spoken language (source language) of a television program or movie into the audience's language (target language), the translated text usually appears in two lines at the bottom of the screen. According to Gaemi and Benyamin (2010), subtitling as the rendering of the verbal message in film media in a different language, in the shape of one or more lines of written text, which are presented on the screen of movie. In addition, subtitle is one of three kinds of AVT (Audio Visual Translation). Audio Visual Translation divided into three types, such as; subtitling, dubbing and voice over. According to Battrol (2004), Audio Visual Translation (AVT) means a dynamic message is displayed through the visual channel. In addition, Gottlieb (2002) explained that AVT is as screen translation, it means the translation of equivalents in dynamic words through semiotic channels such as writing, speech, image, and others.

Translation is typically applied in written or spoken source language texts to an equivalent written or spoken target text. In general, translation is aimed at producing various types of texts. Such as translation of comic, novel, movies subtitle, and so on. Many literary works that use foreign language have been translated into Indonesian.

Luyken (1991:11) elaborates 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 that way, subtitle strategy is very important in doing translation. According to Gottlieb (1992) there are ten strategies in subtitling, there are paraphrase, expansion, imitation, transfer, transcription, dislocation, decimation, condensation, resignation, and deletion. Every strategy can influence the readability of subtitle texts in the movie.

Movie is one of the popular literary works in Indonesia broadcasted in television or cinema. Translation is not an easy thing to do, because it will be difficult to determine the equivalent. There are some different structures and system between two languages. The structure and system in source language and target language could be an obstacle for translators to finding equivalent between the two languages.

According to Chang (2012) movie is a kind of multimedia, both a visual medium and an aural one. Even though in a lot of movie, the directors use their own native language in their movie, it is not a big problem because it can be translated into target language. Nowadays people like to learn through entertainment because people not only get lessons but also get pleasure, especially from English movies. English movies have an important role for Non-English speakers to learn more about English because by watching English movies they can improve their English communicative skills. Therefore, subtitles can help viewers learn a foreign language through a movie. There are many movie genres that translators can choose to translate a movie subtitles. Sometimes movie subtitles are difficult to understand because some subtitles are not easy to understand for the viewer. This means that the translator doesn't do subtitles in the right way because there are so many aspects that must be considered in doing subtitles.

Choosing the right strategy can help a translator provide easy-to-understand subtitles in a movie. According to Sakri (1985:86) the successful of subtitling can look at how the viewer can get the point of the meaning in the conversation when they watch a movie. It is means that the translator not only translating all words from source language, because there are some differences from source language and target language like the structure, style, and culture. Translation has a role to transfer a culture to another. So that way, the translator should translate a word or a sentence that contains aspects of a country's cultural, then they must find its equivalence in the target language that is appropriate to the source language. Subtitle in movies must have the same meaning from the source

language to the target language so that the viewers can understand each scene that is being displayed on the movie screen.

Subtitle process focuses on the relation between source language into target language to make understandable subtitle for viewers. Larson (1984:490-501) proposes there are three assessments in the translation, such as: accuracy, readability and the naturalness. The accuracy relates to the equivalence of meaning conveyed in the target language similar to the source language. The readability means the readable level of the audience in understanding the target language. The naturalness is the natural form that used by the translator in transferring source language into target language.

In this research the writer only focuses on subtitle strategies of directive sentences. According to Holmes (1999:239) directive sentence is one of kinds of speech acts to get the addressees do something. A directive sentence occurs when the speaker expects the listener to do something as a response. For instance, the speaker asks a question, make an invitation and a request. Directive sentences are common in a movie dialogues among the characters in the movie. For example,

SL: *Keep spear men, open! Archer ready! Raise! Release!*

TL: *Pasukan tombak, Buka! Pemanah bersiap!, Bidik!, Lepas!*

Based on the phenomenon above, the researcher is interested in analyzing the subtitle strategy of directive sentences that occur in *US* movie. The topic of subtitle strategy of directive sentences is interesting to analyze in this research because it discusses about the strategies are used by the translator in making subtitle in a movie. The good subtitle can help the plot of a movie and to make the movie familiar to the viewers. In Indonesia there are many good subtitle translators. *US* is the title of movie that researcher wants to discuss in this research.

1.2 Research Questions

Based on the background of the study above, it is formulated the following research questions:

1. What kind of subtitle strategies are found in subtitling directive sentences from English into *US*'s Indonesian subtitle?
2. How is the readable of the Indonesian subtitle of directive sentences in the *US* movie?

1.3 The Objectives of the Study

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

1. To find out the subtitle strategies are applied in directive sentences from English into *US*'s Indonesian subtitle.
2. To explain the readability level of directive sentences in subtitle text of *US* movie.

1.4 The Significance of the Study

This research is expected to be able to give theoretical and practical significance, those are:

1. Theoretically, this research is expected to give benefits for people who want to know about subtitle strategies are applied in movie. It also aims to provide a better understanding about the Gotllieb's theory (1992) in subtitling strategies and the assessment of readability in the subtitle by Nababan's assessment (2012).
2. Practically, this research has expectation to be useful to people who want to practice in translation, especially in subtitle, to give more concern to their subtitle strategy in a subtitle of movie in conveying the source language to target language. It is also expected that it will be useful to the next researchers who want to conduct a similar research in translation field, especially subtitle strategy and the readability in subtitle.

1.5 The Scope and Limitation of the Study

The scope of this study is related to translation which focuses on analyzing the subtitle strategies of directive sentences using the Gottfried's theory (1992) in the Indonesian subtitle text of *US* movie and the assessment of readability in the subtitle by Nababan (2012). The researcher also limits the subtitle only in directive sentences in the conversation of movie.