

CHAPTER I

INTRODUCTION

This chapter includes the research background, the formulation of the problem, the research objectives, the research significance and the research limitations. The background of the study explains the ideas and conditions for conducting the research. At the same time, the formulation of the problem include some questions as a guide for this research, and the research objectives describe the problems formulated. In addition, the significance of research mentions the benefits of this research for a specific group or community while limitations of the research explain the focus of problems discussed in the study.

1.1 Background of the Study

Language is primarily an instrument of interaction among human being in a community. People use language as a means of communication to build relationship among them. Besides, the use of language is very important to express a feeling, ideas, and knowledge regarding to the social interaction where people are involved inside.

Language is important sources for transferring ideas. In this globalization era, we realize that language as the main tools of communication takes a significant role to make people always connected to each other. This phenomenon arises some problems regarding to the usage of the language itself. The example of this problem is the difficulties to understand other foreign languages. There are a lot of resources, such as written and electronic media including foreign languages. It can cause

misunderstandings to people who don't understand them. Then, Translation takes its critical position to cope with this problem.

Translation is an effort to render messages and a process of transfer meaning from one languages to another. According to Newmark (1988) translation is rendering the meaning of text into another language in the way that the author intended the text. Through translation, people are facilitated to learn and understand cultural identities and differences from other countries. Besides, by translating or interpreting foreign language into their own language, people will understand the meaning contained in the source text and the information can be received correctly.

However, translating process is not as simple as it is imagined. The number of languages over the world may give the translators some difficulties to translate and interpret the messages contained in the source text. Further, translation is not merely about transferring the messages, but also delivering those into the proper interpretation. This is the duty of a translator to do a translation process in an appropriate way by using appropriate techniques.

In accordance with that, translators need not only high level of knowledge, but also another aspect should be mastered, such as a deep understanding of other countries' culture, belief and ideology. Also, translators are required to make their translation acceptable for the target audiences. Therefore, they should consider the differences of cultures and style between two languages, not merely to transform the language, but also to communicate the source data into the target data clearly.

One of the example cases in the translation is the translation process of movie subtitles. As happening in Indonesia, there are many movie subtitles were

translated into English and vice versa. It usually consists of some vernaculars and cultural terms that some target viewers may not understand. Besides, Indonesia's pronouns, kinships, titles and names are also different to English's. For example Indonesian address term is translated into English which has simpler address term.

Conclusively, the way of address person is also different between both of these languages. For example, Indonesian address term is simpler rather than English's. There are differences in a way of address someone using third person pronoun in English while in Indonesian are not. English has two different terms to address someone based on their sexual categorization. They used "he" as a third person singular masculine pronoun and "she" as a third person singular feminine pronoun. This phenomenon is different with Indonesian pronoun system. Indonesian do not have differences in a way of address someone using third person pronoun. They used "*dia*" for both masculine and feminine third person singular pronoun. The example below show the differences of address terms in term of pronoun system between Indonesian and English.

Table 1.1. The example of different address terms in term of pronoun system between Indonesian and English.

ST (Indonesian)	TT (English)
Ane bisa ngeramal	I could predict
Dia nggak nganggur	He's not jobless

These are the example of differences of address term which is related to the different language system. It contributes problem to the translators in keeping the

translation accurate. Therefore, techniques in translating address term are required in order to give a better understanding to the target viewers.

Address terms are generally called as terms that used by the addressor to address the addressee. Many experts have various definitions about address terms. According to Leslie Dunkling (1990: 12) address term is an endearment, a friendly or unfriendly expression, polite, neutral, or insulting, can only be made when something is known of the overall relationship, if any, between speaker and hearer, and the way in which the vocative is uttered at a given moment. Crystal (2008) stated that address term is a term used to referring to someone in a direct linguistic interaction while Yule (2006) explained address term as a word or phrase for the person who is being talked to or written to.

People use the terms to designate a person being talked to or a speaker when the conversation is in progress. In this way of interaction, people usually address each other. Because of this, it is reasonable to assume that address term is one of many language elements which are very important in communication. It reflects politeness and appropriateness in the use of language. When people use certain address term, it will not only reflect the relationship between the addresser and the addressee but also the social factor which affects them in choosing the address term. They will be seen polite if they address others by using appropriate address terms and also the opposite.

Address terms are not only found in real communication, but also in a movie. A movie can be a cultural reflection in a certain area and show how to address someone with different relationships and condition that occurred at that

time. Therefore, there is possibility that a movie will be watched by wider viewers so that translation is needed to solve the problem in language barrier.

In this research, the writer is interested to analyzing subtitle of *Alangkah Lucunya Negeri Ini* movie. This movie is created by Deddy Mizwar. It is a satire comedy drama film released on April 15th 2010 which tells about real potraits that exist in Indonesian nation's life. This movie was selected as the Indonesian entry for the best foreign language movie at the 83rd Academy Language Awards.

According to the discussion above, the researcher is willing to analyze address terms in the subtitle of *Alangkah Lucunya Negeri Ini* movie. It is because there are many address terms found in the movie that can be used to be analyzed as the main data in this research. Hopefully the global viewers are able to gain the idea of the ethnics, cultures and languages across the country through the English subtitles.

1.2 Research Questions

From the background above, there are several problems formulated in this study, those are:

1. What Types of address term found in *Alangkah Lucunya Negeri Ini* Movie?
2. How is the frequency of the translation accuracy of address terms represented in the Indonesian-English subtitle of *Alangkah Lucunya Negeri Ini* movie?
3. How is frequency of the translation readability of address terms represented in the Indonesian-English subtitle of *Alangkah Lucunya Negeri Ini* movie?

1.3 Research Objectives

The objectives of the research related to the formulation of the problems are:

1. To identify the types of address term found in *Alangkah Lucunya Negeri Ini* Movie.
2. To analyze the frequency of the translation accuracy of address terms which is represented in the Indonesian-English subtitle of *Alangkah Lucunya Negeri Ini* movie.
3. To analyze the frequency of the translation readability of address terms which is represented in the Indonesian-English subtitle of *Alangkah Lucunya Negeri Ini* movie.

1.4 Significance of the Study

The result of this research is expected to have the following significances:

1. Theoretically, the results of this study are expected to be useful for readers and the next research related to the translation field, especially about address terms in Indonesian-English movie subtitles or vice versa,
2. Practically, the result of this research can motivate other researchers especially the students of English Department to analyze other aspects of translation such as translating address terms of Indonesian-English subtitles movie or vice versa.

1.5 Scope and Limitations of the Study

In order to achieve the objectives of the research, this research focuses on analyzing three points from the conversations between the characters in the movie. The dialogues may consist of address terms become the data in this research. The first point is the types of address terms which are mostly used in *Alangkah Lucunya Negeri Ini* movie. The second point is the accuracy in the translation of the address

terms. Then, the third point is the readability in the translation of the address terms in *Alangkah Lucunya Negeri Ini* movie.

