

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is a central part of Interaction and communication. It is something we need everyday to communicate with the others . language is also tool to connect each other. Kramsch (1998: 3) state that “Language is the principle means whereby we conduct our lives.” When it is used in contexts of communication , it is bound with culture in multiple and complex ways. As an example of the aplication of Kramsch’s defenition about language; for instance , some international events which are broadcasted on television , internet or newspaper needs language as the medium to communicate the message or information as well as possible. Therefore, we cannot deny the existence of the language which occurs in our social lives.

In this world there is so many different languages. Expecially in Indonesia.Indonesia has many diverse cultures. Basically, every culture has their own cultural values that define the way of life for a group or society. And also language plays a great part in our life (Bloomfield, 2005;3). Without the language people will find difficulties to communicate and express their ideas, though and wishes (Yudha,2013:3). Each nation or ever ethnic group was hasit own language. To make people easier to communicate with people from other nation and other culture, translation plays the more important role.

Translation deals with languages , words or text changing the one language in to other language. Newmark (1998 : 10) state that translation is used to

transmit knowledge , understanding and culture between groups and nations. Hatim and Munday(2004:6) define translation as “ the proces of transferring a written text from source language to target language”. Bell (1991:5) defines tranlation as the expression in another language (or target language) of what has been expressed in another , source language, preseving semantic and stylistic equivalence. From the defenitions mentiones above, it can be concluded that tranlastion is a proces of conveying the text from source language (SL) into target language (TL) in which meaning of source language (SL) should be equivalent with the target language (TL). Which Translation typically has been used to transfer written or spoken source language (SL) texts to equivalent written or spoken target langauge (TL) texts. In general, the purpose of translation is to reproduce various kinds of texts including religious, literary, scientific, and philosophical texts in another language and thus making them available to wider readers.The present paper aims at scrutinizing whether there exists any point of strategies and to identify which of these strategies seem to be more effective than the others.

According to Reich (2006:7) , translation can be separated in to two types: literary translation and audiovisual translation (AVT). Literaty translation is translating written text in a literary language , it can be found in book or novel. Meanshile audio visual translation (AVT) is transferring written text from one language to another of the verbal components contained in aoudio visual works and product, it can be found in television program and movie.

Audio Visual Translation (AVT) is conventionally categorized into subtitling and dubbing. Each of them interfered with the original text to

different extent. Basically, dubbing is referred to any technique of covering the original voice in an audio visual production by other voice. On the other hand, the activity of subtitling is the process of translation where one language as source language is transferred into other language as the target language. Subtitling textual version of dialogues which are not in film or movie only, but also in television programs. Subtitling is very important in film and movie, because it has many contribution and to ignore the misunderstanding to the people who don't understanding the language. There are usually displayed at the bottom of the screen to make people easy to read it. Through subtitling, the audience of the foreign film or movie can enjoy the film or the movie by reading the translated text on the bottom of the screen without having the ambiguous and misunderstanding. Subtitling is more authentic, since it does not hide the original sound. As the major methods of translating film or movie, subtitling involves the least interference with the original. In the other words, it contributes to experience the flavor of the foreign language. Subtitling is away to translate the foreign film or movie without tampering the original soundtrack and dialogues, as is the case in dubbing.

Indonesian society has already developed their prosperity of knowledge, information and entertainment in multimedia. It can be seen from television programs, videos, songs and movies transfer ideas and might be one of the information source.

There are so many Indonesian movies have reached the international industry. One of those movies is *Toba Dream* movie. The quality pictures and interesting story make the movie attract the audience from all over circle of the

netizen or people. Therefore, the movie translator must transfer Indonesian as the source language to certain target language, the movie also has contain by tobanese language, so it has a difficult way to translate it, because we must know the tobanese language also. In this case English, in order to make audience easier to understand and enjoy the film.

In this study, the author uses *Toba Dream* movie as the object of the study. Why the author take *Toba Dream* as the object, from the previous researches that we know there are some research about the subtitling of movie, but this movie is different, because it contain by the culture that is tobanese culture, and the language also not only in Bahasa but also Toba language, so the people who watching it will know about the cultural language. This movie is adabted from the novel of the same title essay.

Besides, this research can give a contribution for promoting business. It can in crease the possibility to export the movie to foreign countries. Moreover, interlingual subtitling has social and political implications of language. Interlingual subtitling indirectly create interest in a foreign culture to viewers and also promote the use of a foreign language as an everyday functions. This movie also promote the culture and the songs of Tobanese, so the viewer also know about the song and the genre of Tobanese song, not only to promote it, but also to introduce the culture and the rule of people in Samosir by Tobanese people. Finally, and the most important, it can make viewers learn a foreign language.

And this movie is written by TB Silalahi or the full name is Lt. Gen. TNI. Dr. Tiopan Bernhard Silalahi, S.H is a former Minister of State for Administrative Reform in the VI Development Cabinet. And he Graduating from National Military Academy in 1961, his last position in the military was Assistant I Kasad with the rank of Major General, 1988 and this movie released on April 2015, the movie has a background about love and romantic story.

B. The Problems of the Study

Based on the background of the study, the problems of this study are formulated as the following :

- a. What are the type of translation strategies used in Toba Dream Movie Subtitle?
- b. What is dominant type of translation strategies used in Toba Dream Movie Subtitle?

C. The objectives of the Study

Related to the problems above, the objectives of the study are:

1. To find out the translation strategy used in Translating subtitle of Toba Dream Movie.
2. To find out the type of translation strategy that dominantly used in used in Toba Dream Movie subtitle.

D. The Scope of the Study

The study focuses on finding the translation strategy that are used insubtitle of Toba Dream Movie. The writer took the Toba Dream Movie representative data to be analyzed. This analysis was conducted by using the theory of translation strategies proposed by Henrik Gottlieb (1992). The strategies are condensation, decimation, dislocation, expansion, imitation, paraphrase, transcription and transfer.

E. The Significance of the Study

The findings of the study are expected to be beneficial both theoretically and practically.

- 1) Theoretically, this study was expected to be useful for English and Literature students in order to enhance their knowledge about study of translation and Translation Strategy, especially in *Toba Dream Movie* and also they know about Batak Toba culture which was contain on *Toba Dream movie*. This study is also expected to achive some significance for the readers, this study hopes that this research is able to enrich knowledge and comprehension about translation studies to the reader.
- 2) Practically, the findings were expected to be useful for the researchers who were interested in doing further study on translation strategy in order to be a reference or comparison. And this study expected that this paper can be useful in learning as an additional science in translation, especially translation strategy.