

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The translation attempts to convey a message or a specific purpose to the language being addressed because of limitations or the inability to respond to something from a language. There are many languages in this world, and it is almost impossible for everyone to master all of them, so translation is a solution to existing problems.

The translation service is quite beneficial, particularly for individuals who are unable to speak or understand foreign languages. Without having to learn that language, the translation enables individuals to comprehend the substance of a piece. A translator's job is to assist those individuals in comprehending the text's content. Translation is critical for bridging the divide between speakers of various languages.

According to Newmark (1988), the translator conveys the author's intent by translating the text's meaning into other languages. Translation is the process of converting the source language (SL) to the target language (TL), with numerous stages that result in translations that fulfill the requirements. The translation is the target text that the translator creates as a result of his or her understanding of the source text. However, as the twentieth century progressed, numerous specialists created definitions with divergent inclinations.

Nababan (2003) states that there are two factors that the translator must consider. The first factor is linguistic factors which include words, phrases, clauses and sentences. The second is nonlinguistic factors which include cultural

knowledge about source culture and target language. The translator is critical in achieving the target language because the translation must transfer ideas, thoughts, and messages from the source language (SL) to the target language (TL) in the most logical and natural manner possible.

During this pandemic, we spend much free time at home with various activities, one of which is watching movies to get rid of the boredom of having to be at home for a long time. Most of the films we watch are foreign-made films. We require a translation to comprehend the film's content and purpose, whether through dubbing or through the use of subtitles; the question arises, has the translator done his job properly? Is the entire speech or only the translated text authentic? That is why this study was conducted.

The film is one of the electronic media in the form of audiovisual that is used to reflect reality as well as convey information that can be consumed in depth. Allen and Gomery (1985), in their book entitled *Film History Theory and Practice*, the film is a depiction of the social conditions of a society, it is manifested in the form of images and sounds, while the themes and stories originate from a description of the condition of the community itself.

A film or a movie communicates with its audience in three ways: through image, conversation, and music. These facets come together to form the film. The picture represents the tale as it is visualized on the screen, the dialogue represents the conversation that occurs in the film, and the music represents the film's aural effects that affect the story. Due to the fact that the film must be translated, the language used by the audience is different.

The role of the movie in society as one of the communication media is very challenging at this time because the film has information that can change people's mindsets. Various kinds of stories move in it. It can immediately change the mindset of the community or the audience after watching the film. The movie also announces the power of movies as one of the communication media.

We have to know that translation in the movie world is not easy, including making subtitles. Several things must be considered in making subtitles, such as Hidayatullah, (2011) concludes that 1) the time of the appearance of subtitles is based on time code (time measurement in hh: mm: ss: ff). 2) The timing of the subtitles is not too fast nor too slow; the appearance time is between 2-7 seconds. 3) Subtitles consist of a maximum of two lines. 4) The position of the subtitle display is in the middle of the screen. 5) One maximum subtitle line in its display is 35 characters, including spaces and punctuation.

A translator may choose to utilize subtitles when translating a film. Subtitles allow viewers to hear the original language, while speech is displayed at the bottom of the screen. When creating subtitles, the translator should strive to make them as unobtrusive as possible without diverting the viewer's focus. According to Mera in Szarkowska (2005), subtitles need a higher level of attention from viewers than dubbed films do since they transform film from an audiovisual medium to a more literate media. Additionally, the subtitle should correspond to the dialogue spoken by the characters; this ensures that the audience is not confused about the story.

Thus, the task of a translator in translating movies is cumbersome. In translating, the meaning contained in the source language must be translated

commensurate with the target language. It does not eliminate the meaning and content of the message that the writer wants to convey to the audience.

Greta's Movie was chosen for analysis because it depicts a kindhearted girl named Frances risking her life in Manhattan (New York) in order to return a suitcase left on the subway to an elderly woman named Greta. The film *Greta* by Neil Jordan encourages us not to trust new people even though they are old easily. Friendly should be, but do not let it be easy to connect with new people because they can't be the friends we are looking for and because good intentions do not always end well. This story is suitable to be analyzed according to students who live in cities far from home and their parents. The quality of translations must be tested for accuracy, so viewers can take lessons from each plot.

In watching the movie, the researcher found some translation for preliminary data as the following:

Table 1.1 Translation Quality in Inaccurate Aspect

Code	Score	Translation Quality
SL : They jet asparagus juice up your body		
TL : <i>Mereka mengeluarkan jus asparagus ke pantatmu</i>	1	Inaccurate

The translation quality indicated above is considered imprecise. It can be seen that the adding of the word *mereka mengeluarkan jus asparagus ke pantatmu* in the target text. From the sentence above, we can see the word which means that the *pantatmu* is inaccurate. The translator translates the sentence is not fully translated, but it can be accurate and readable because not all words in English

have to be translated. The meaning of the most important conversation can be captured by rate. Some words are only suitable for oral speaking but not for writing.

In watching the movie, the researcher found some translation for preliminary data as the following :

Table 1.2 Translation Quality in Less Acceptable Aspect

Code	Score	Translation Quality
SL : Oh you're gonna..... you're gonna drop it off tomorrow? Are you insane?		
TL : <i>Oh kau akan.... kau akan Mengembalikannya besok?</i> <i>Apa kau gila?</i>	2	<i>less Acceptable</i>

Based on the second example above, it can be seen that the translator interprets the textless accurately so that there is no distortion of meaning in it but just less acceptable. When raters watch this film, they do not need to be confusing to search for the meaning of the word colonic, where the translator's knowledge of the world of health is quite extensive.

According to Hoed (2003), the quality of a translation is determined by the translator. This means that if the translator does not perform the translation process properly, the translation's quality will suffer. Therefore, a translator is also responsible for the content of the translation. One attempt to find the equivalent is to connect the correct translation and acceptable with external factors. Eventhough

the translator already finding an equivalent for one term, there are still many possibilities to use other terms to match the intended term. That is because the essence of translation is not just translation but an attempt to find the proper equivalent to produce text correct and acceptable target languages. The concept of being suitable and acceptable is subjective. This concept depends on factors outside the text. The translation is correct and acceptable depending on outside factors that influence the choice of meaning of words, terms, or expressions, which are then referred to as text elements.

In translation, a translator will encounter difficulties in accurately conveying the message from the source language to the target language. The translator should employ translation procedures to resolve these issues; according to Nerudova (2012), translation has largely been linked to the concept of quality. Translation quality has long been a contentious issue that has sparked substantial debate. The translation is required to adhere to imprecise and frequently contradicting specifications.

There are currently a plethora of translation assessment methods available. The issue is not whether we can quantify quality, but rather how we can quantify it. It is reasonable to presume that the quality of translation is a significant subject worthy of discussion through investigation.

As Larson (1998) mentioned, this characteristic is related to the degree of accuracy, clarity, and naturalness. The translator's task is not limited to conveying the meaning of the source text (ST) to the target language (TL). Consideration should be given to obtaining a translation of high quality. The translation should convey the concept from the source language to the target language as accurately

as possible. That is why the translator must recognize the source text as the original. Before transferring an idea into another language, the translator must comprehend the source material. Additionally, assessing the quality of translation is not a matter of determining whether the quality can be quantified. This is the best measuring instrument the researcher employed, but it emphasizes how the researcher may explain the translation quality using pertinent and adaptable English-Indonesian theories for translation quality assessment.

Translation quality assessment (TQA) can be defined as a set of ways to measure the quality of a translation. Translation quality is important because it determines how certain high translations can be used to provide people information. High-quality translation will give proper information from the source language in a way that can be understood easily. It will make the readers understand the message contained in the source language through reading it. Low-quality translation will be difficult to understand. It will not provide the people who read it with proper information that is contained in the source text. It may be difficult to read and may also cause misinterpretation. Thus, it does not fulfil the main purpose of translation: to transfer information from source language to target language in a way that can as quickly as possible be understood by the readers of the target language. Nababan, (1999) even said that bad translation could mislead and confuse the readers. Considering its significance, quality turns out to be very important to discuss in translation as either a study or practice.

There are some relevant studies conducted before this research. The first is Ritonga (2017) tried to analyze the quality of *The Mermaid* film translation subtitle. The result shows that the quality of the translation is considered high

quality with 2.51, 2.63 and 2.73 points each for accuracy, acceptability, and readability. Although the translation in this research is Chinese-Indonesian which is different from the current research, this research supports the use of accuracy, readability and accuracy instrument-rating in assessing the quality of a translation. Furthermore, the research also helps the writer decide the qualification of the rater, which will assess the translation product.

Rosita (2017) assessed the quality of historical romance novel translation on three categories: Accuracy, clarity, and readability. The result shows that the quality of the objects is high and can be categorized as accurate, clear and readable. Although this research does not apply Nababan's translation quality model, it still supports the current research as the same descriptive-qualitative research. Indirectly it shows how to calculate the value of translation quality based on particular aspects and scale.

Fitri (2016) published a journal about translation accuracy of English Idiomatic expression on *Big Hero 6* movie subtitle. She found that the quality of the subtitle, which is created by *lebah ganteng* is good. The translator tends to choose the omission technique to change the whole idiom into the target language version. This journal gives the writer a straightforward application of accuracy, readability, and acceptability instrument rating based on Nababan's translation quality model. It also helps the writers in developing the criteria of the scale, which is represented by numbers.

On the basis of the foregoing preliminary facts and pertinent studies, the researcher wishes to investigate the translation quality of subtitle text in *Greta's* Movie. Meanwhile, the problem in this research will establish some criteria used

as an instrument to measure particular aspects of the translation. The aspects are accuracy, acceptability, and readability based on Nababan's model (2012). This study will analyse the translation quality descriptively to find out the factors that influence the translation quality and scientifically try to give a proper explanation about them in the hope to give new insight into the field of translation.

1.2 The Problems of the Study

On the basis of the foregoing, the study's challenges will be as follows:

1. What are the aspects of the translation quality of subtitle text that are used in *Greta's* Movie?
2. How are the raters of translation quality of subtitle text realized in *Greta's* Movie?
3. Why are the translation qualities of subtitle text in *Greta's* movie realize in the way they are?

1.3 The Objectives of the Study

Base on the problems that will be explained, this research aims for :

1. To describe the aspects of translation quality of subtitle text that used in *Greta's* Movie
2. To find out the raters of translation quality of subtitles text realized in *Greta's* movie
3. To find out the translation quality of subtitle text realized in *Greta's* movie.

1.4.1 The Scope of the Study

This study only discusses the translation quality of subtitles text in *Greta's* Movie on the three aspects, e.i. Accuracy, acceptability, and readability. The accuracy aspect focuses on the content meaning and form, the acceptability aspect focuses on the particular terms in words to sentences level, while the readability aspects focus on understandability. The object is subtitle text in *Greta's* Movie translation from English into Indonesian.

1.5 The Significances of the Study

This study provided information about translations generally, translation quality assessment, and analysis are surrounding the topics. Adding knowledge into the field of translation quality is seen from the accuracy, acceptance, and legibility of the translation results. This research is a consideration for researchers who will discuss the quality of subtitle translations.

It will show how to assess the quality of the translation, what aspects of the matter in assessing the quality of the translation, and how translation theories are related to the quality of the translations the researcher. This study can be used as a reference or material to support the next study related to translation study and practice or translation quality analysis.

This research is expected to help film translators pay more attention to the quality of the translation in terms of accuracy, acceptance, and readability.

Trouble getting subtitles from the official site, so the resulting translation was not optimal.