CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is the tool used to connect people around the world and in communicate with people; we used some or even many languages. Language as a means of communication can be used not only for the transmission of informative messages but also to establish and maintained social relationships with others. If there were no language, there would be miscommunication, and humans would be difficult to interact to others.

Translation is the solution to avoid the misunderstanding between human and also to understanding the books or other materials or even the conferences as the supporting sources for the development of technology and science which are very important for all the people in the world. Many books and materials about technology and science are published; therefore it should be learned and understood by the people.

Linguistics is the study of language and has produced such powerful and productive language about how language works. That's why we need to used translation as a bridge to understand what each speaker's purpose. It means translation is language activity. It would seem only a common sense to think that the first had something to say about the second. It means when we were trying to understand the language, we transferred the source language into our language as the target language. (Fawcett: 2014)

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As many people know, there were a lot of languages in the world such as English, Japanese, Chinese, etc. Moreover, an international language has influence as one of the important aspects to master because almost all over countries around the world used international language to present their country, culture and many more. The statement means that people have to master English well. But for people, who never learn English, they need to translated books to know the meaning of a foreign word or phrase so that they are can understand easily the true meaning.

Listiani (2010), in her study on The Translation Procedures of the Terms Used in English Version of 'Facebook' Social Networking Website into Its Bahasa Indonesia Version found that the purpose of translation was to reproduced various kinds of texts included religious, literary, scientific, and philosophical texts in another language and thus make them available to wider readers. As means of communication, translation was known as a technique to learn foreign languages. The process or result of converting information from one language into another. The aim was to reproduce as accurately as possible all grammatical and lexical features of the Source Language original by found equivalents in the target language. At the same time all factual information in the original text must be retained in the translation.

Akbari (2013), conducted research on The Role Culture in Translation explained the crucial interplay between culture and language then emphasized the role of culture in translation. As frequently emphasized by different translation scholars, the issue of culture and its complex relationship with language in terms

of culture-specific items among the most thorny issues that a translator or interpreter may face. In studying the language of a society or even a country, it is not a good idea to focus just on the language and the process of communication. Indeed there are other structures that can help to better in understand a country than a language. One of these structures can be regarded as culture. The issues are also important to those people who are going to teach or evaluate how to translate different texts or pieces of speech from language into another.

In addition, Sutarno (2013) also conducted research on The Translation Techniques, Methods and Ideology of *The Art of War* showed that the use of translation techniques and the selection of translation method tend to be based on the adoption of the ideology of foreignization. It contained important information and therefore the domestication ideology in translate the book gave the target language reader easier to comprehend the content of the book. An excessive addition of information should also be avoided as it tends to violate messages intended by the original author.

Kastberg (2007), who states that a translator must have cultural competence of both source language and target language. There were competencies should be possessed by translator, they were language competence that translator have to produce a communicative translated text, textual competence to keep the original genre of the text and to avoid misunderstanding from the receiver on the text, subject competence to put the relevant domain from the subject from the SL to TL, cultural competence to make a easy adaptation from Target Language's culture into Target Language, and transfer competence

which is describing the ability to complete the transfer process from the SL to the TL.

There were also some factors should be considered by the translator in order to produce a good translation product. As Nababan (1999) states that there are two important factors in translation, they are linguistics factor that cover words, phrases, clauses and sentences; and non-linguistics factor that cover the cultural knowledge on both source and target language culture.

Every language in the world has its own characteristics. Therefore, when the source language and the target language are widely different in structure and cultural background, there cannot be an exact equivalent transfer of the source language into the target language. To overcome the differences in characteristics of these languages, translators are required to understand the structure of both the source and target languages. It can be said that translation is a complicated process encompassing both linguistic and non-linguistic problems.

A translator who translates English text into Indonesian has to be competent in mastering both English and Indonesian language structure. As a matter of fact, a good translator must be familiar with the culture, customs and social setting of the source and target language. Translator should also be familiar with different styles of speaking and social norms of both languages. It will make them capable in grasping the meaning embedded in the text accurately, and will allow them to transfer the same meaning correctly and appropriately using the suitable structure in the target language.

The phenomenon of translation itself can be found in many aspects, for instance in poem, proverb, novel, song, TV serial for example *Masked Rider Black* which is translated into *Kesatria Baja Hitam* and was dubbed to Bahasa Indonesia to make the serial itself easy to understand for children. In this study, author focus on the translation in movie entitled *Kung Fu Panda 3* especially in "Grand Master Oogway's dialogues".

Film is a motion picture that also known as movie. It also in collective known as cinema that comes from word cinematic or moving picture. A film was created by photographing actual scenes with a motion picture camera; by photographing, drawings or miniature models using traditional animation techniques; by means of CGI and computer animation; or by a combination of some or all of these techniques and other visual effects.

Since the invasion of acculturation that done by western country, we can find many movies that use foreign language in cinemas, television and internet easily. The film-maker targeting Asia, especially Indonesia as one of the country with the biggest population as their market target. Film became the most effective media, because the combination of audio and visual on film which is make the audience easy to remember and not get bored because the interesting format on it.

As the kind of audio-visual art, dialogues work together with visual images, sound tracks and music in film. Film translation, as a kind of mass multimedia translation, is a new field of art and translation. In order to appreciate the perfect original English film works, film translation is undoubtedly one of the commonest forms of translation in our contemporary society.

There were two type film of translation, namely subtitle and dubbing. Subtitle is known as the written translation product of film translation. It can be found in form of written text in the bottom of the screen at the same time when audiences hear the dialogue. And dubbing is known as the spoken translation product of film translation. The process of dubbing is recording or replacing voices from the source language into target language.

In this study the author use Kung Fu Panda 3 movie as the reverence of study. Kung Fu Panda 3 is a 2016 3D American-Chinese computer-animated film which packaged in action-comedy genre and showing martial art in film, produced by DreamWorks Animation, and distributed by 20th Century Fox.

The film itself contain of many lesson that is related in our real-life. The film tells about a zero to hero story. Po, the common-fat panda that lives normally never given up to catch his dream, because the result never betrays the process. The film teaches us how to be responsible with every decision we choose, how the keep our solidarity and teaches us how must life goes on. The uncommon of selecting the main character is also making the audiences interested.

Panda which is identically known as the animal which moves so slow and spends almost his time to eat, become the main character that live with a hard willing in this film. The genre which combines an action with comedy making the storyline never bored, not only raise the adrenalin up but also very entertaining. So, in this study, the author will analyze the translation phenomenon in Kung fu Panda Movie especially on "Grand Master Oogway's dialogues".

B. The Problems of the Study

The problems of this study were formulated as the following:

1. What types of translation methods were used in Kung Fu Panda 3, especially in Grand Master Oogway's dialogues?

2. What was the dominant type of translation method used in Kung Fu Panda 3, especially in Grand Master Oogway's dialogues?

C. The Objectives of the study

The objectives of the study were:

1. To find out the types of translation methods used inKung Fu Panda 3, especially in Grand Master Oogway'sdialogues.

2. To described the type of translation method that was dominantly used in Kung Fu Panda 3, especially in Grand Master Oogway's dialogues.

D. The Scope of the Study

The limitation of this study was to analyze the dialogues of Grand Master Oogway in Kung Fu Panda 3by using the seven methods introduced by Vinay and Darbelnet (1958).

E.   The Significances of the Study

Findings of the study were expected to give:

1. Theoretically to give information about how to make a good way in Translation Method.

2. Practically to give benefit to the students and readers who want to know about the way to make a good Translation especially to who likes Kung Fu Panda animation.