

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

At present, DVD (short for Digital Video Disc) movies can be found everywhere and anytime in little pieces that are affected by technology. DVD as the latest satisfying entertainment in widescreen format now offers various options with different language dubbing and subtitling. Many movies are transferred into many countries with different subtitles, depending on the target language or the country that adopted the movie. Subtitle is a printed translation of the dialogue(s) of a foreign-language film shown at the bottom of the screen. People can even choose to watch the movies in their own choice of language with the same language text in subtitling.

Subtitles on screen are seen almost everyday, everywhere on television, film screen, and nowadays on DVD. Usually the viewers watch the programs and read subtitles without thinking or knowing how the translation has been done. Subtitle is the key to understand the meaning of the contents in foreign languages. In DVD movie, the subtitle can be natural or unnatural, depending on that the translation that makes sense; and that it reads naturally, that it is written in ordinary language, the common grammar, idioms and words that meet that kind of situation. On the other hand, interpretation, which is considered as part of translation studies, developed side by side with the text translation text. Later, when the entertainment world booms entering almost every door of household through television and radio, a new kind of interpretation is born to serve the need of understanding the language of overseas

movie, telenovela, and other dramas. Subtitling then becomes a new field of income generating. Far before subtitling appeared on television set, movies in which words of actor and actress are translated text per text came to us in a very amusing and amazing way.

Sometimes, clumsy words or phrases are found in the translation from source language (SL) into target language (TL). To exemplify, here are some of them:

- Please don't bore everyone with your question (SL)
- Jangan banyak tanya (TL)
- It's spooky! (SL)
- Omong kosong (TL)

The appropriateness of subtitle is determined by the background of the translator. Any kind of translation involves not only the languages, but also the cultures of the countries or regions where these languages are spoken. Translation is not only changing writings from one language to another, words by words, or sentences by sentences, but also interpretation of cultural differences. Adding to the complexity of the usual translation, subtitles for film and television programs involves very unique and interesting procedure which does not exist in other works of translation.

Etymologically, translation is a carrying across or bringing across. The Latin *translatio* derives from the perfect passive participle, *translatum*, of *transferre* (to transfer -from *trans*, across + *ferre*, to carry or to bring). The modern Romance, Germanic and Slavic European languages have generally formed their own equivalent terms for this concept after the Latin model — after *transferre* or after the kindred

traducere (to bring across or to lead across). Additionally, the Greek term for translation, μετάφρασις (metaphrasis, a speaking across), has supplied English with metaphrase (a literal translation, or word-for-word translation)—as contrasted with paraphrase (a saying in other words, from the Greek παράφρασις, paraphrasis). Metaphrase corresponds, is one of the more recent terminologies, to formal equivalence, and paraphrase to dynamic equivalence. At the early time of the translation of serial on television, we do not find text- per- text translation. It can be found the extraction of the story into text telling the plot of the story. (<http://en.wikipedia.org/wiki/translation>. 2009).

In many translation projects, there are advisors or consultants who are willing to help the translator. The translator(s) will expect that the consultant is interested in three matters: 1) accuracy of content, 2) naturalness of style, and 3) effect on the receptor language audience. It is important that translators check their materials with a trained consultant after completing a section or two of a long document, so that, more or less the subtitle that is natural.

Naturalness has been used to understand human behavior toward technology in various contexts, such as: education, knowledge transfer, communication in virtual environments, e-negotiation, business process improvement, trust and leadership in virtual teamwork, online learning, maintenance of distributed relationships, performance in experimental tasks using various media, and modular production. The art of translation is a subsidiary art and derivative. On this account it has never been granted the dignity of original work, and has suffered too much in the general judgment of letters. This natural underestimation of its value has had the bad practical

effect of lowering the standard demanded, and in some periods has almost destroyed the art altogether. The corresponding misunderstanding of its character has added to its degradation: neither its importance nor its difficulty has been grasped.

1.2 The Problems of the Study

Based on the background, the problems are formulated as the following.

- 1) What factors influence the naturalness of subtitles on DVD movies?
- 2) How often does the naturalness occur in the subtitles on DVD movies?
- 3) Why is the dominant factor of naturalness found in the subtitles on DVD movies?

1.3 The Objectives of the Study

Related to the problems, the objectives are.

- 1) to find out the factors that influence the naturalness of subtitle on movie's DVD, and
- 2) to describe the natural aspects of language in the subtitle on DVD movies
- 3) to find out the most dominant factor that is influence the naturalness on DVD movie

1.4 The Scope of the Study

In this globalization era, DVD becomes one thing that is enjoyable by most of the people. This study addresses the use of text in movie on DVD program, and the DVD that will be watched about 3DVD movies (for the first ten minutes of the

movie), it is based on the best academy award that the movies got in this year, and in this study, the scope of the study such as action movie, horror movie, comedy movie, animation movie, and thriller movie.

1.5 Significance of the Study

These studies are expected to be relevant and significant theoretically and practically. Theoretically the study enhances application of translation theories in texts of English translated into bahasa Indonesia. Thus the findings add up horizons in applied linguistics. Practically the findings are relevant for the translator. In subtitle too, the naturalness of it is very noticeable to avoid misunderstanding or misperception for the audience. For the students, this study is necessary to make the students becomes active observer by noticing the subtitle on screen. For the teachers, it can be an input for them in teaching translation subject. And for the audience, subtitle has a very important role to make the audience get a better idea of what is happening in the movie.

