

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language is a central part of interaction and communication. It is something which we need everyday to communicate with the people because without a language we cannot communicate with the others. Language is also tool to connect one to another. Kramersch (1998:3) states that “Language is the principle means whereby we conduct our social lives”. When it is used in contexts of communication, it is bound up with culture in multiple and complex ways. As an example of the application of Kramersch’s definition about language; for instances, 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 are so many different languages. Each nation or even ethnic group has it own language. To make people easier to communicate with people from other nation, translation plays the most important role. Translation deals with languages, words or texts and changing the one language into other language. Newmark (1988:10) states that translation is used to transmit knowledge, understanding, and culture between groups and nations. Hatim and Munday (2004:6) define translation as “the process of transferring a written text from source language into target language”. Bell (1991:5) defines translation as the expression in another language (or target language) of what has been

expressed in another, source language, preserving semantic and stylistic equivalences. From the definitions mentioned above, it can be concluded that translation is a process of conveying the text from source language (SL) into target language (TL) in which the meaning of source language (SL) should be equivalent with the target language (TL).

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

Audiovisual 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 another 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 is textual versions of the dialogues which are not in films only, but also in television programs. Subtitling is very important in the film, because subtitling has given many contributions. They are usually displayed at the bottom of the screen. Through subtitling, the audience of the foreign films can enjoy the film by reading the translated text on the bottom of the screen without having ambiguous understanding. Subtitling is more authentic, since it does not hide the original

sound. As the major methods of translating films, subtitling involves the least interference with the original. In the other words, it contributes to experience the flavor of the foreign language. Subtitling is a way to translate the foreign film 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 that have an original language and culture. Movie which is an entertainment can be a communication tool because movies transfer ideas and might be one of the information sources.

Many Indonesian movies have reached the international industry. Those movies are not only released in Indonesia but also in other countries. One of those movies is *Rudy Habibie* movie. The high quality pictures and interesting story make this movie attract the audience from all over the world. But this movie was produced in Indonesian language, which is difficult to understand by the audience from other countries. Therefore, the movie translator must transfer Indonesian as the source language to certain target language, in this case English, in order to make the audience easier to understand and enjoy the film.

In this study, the author uses *Rudy Habibie* movie as the object of the study. This movie is about the life of Bacharuddin Jusuf Habibie, the 3rd President of Indonesia, when he was a student in the city of Aachen.

Here are some sentences that contain some translation strategies that are found in the subtitle of the movie :

Table 1.1 Preliminary Data of Transfer Strategy

<i>Transfer</i>	
ST - Indonesian Subtitle	TT - English Subtitle
Aku gak suka pesawat, mereka jahat.	I don't like planes, they're evil.

In the sentence above, the translator used transfer strategy to translate the sentence, which is transferring the source text completely and correctly, the whole form and also message from source text into acceptable target text language.

Table 1.2 Preliminary Data of Expansion Strategy

<i>Expansion</i>	
ST- Indonesian Subtitle	TT - English Subtitle
Enggak bisa terbang.	It can't fly.

Here, the translator used expansion strategy. The translator added the word *it* in the target language in order to render the translation more comprehensible and acceptable.

Based on the explanation above, the writer is interested in studying translation strategies in subtitle of Rudy Habibie movie. Besides getting a deep understanding about translation strategies, this is also challenging to be researched as this movie has received many awards, such as "Penghargaan Film Terpuji 2016" in Festival Film Bandung (FFB), it won ten awards in Festival Film Indonesia (FFI) 2016. In addition, this movie is not only presented in Indonesia, but also in Germany, Hong Kong, Malaysia and Singapore. Thus, if the translator of *Rudy Habibie*

movie could not translate and transfer the dialogue and the idea of that movie well, misunderstanding and misinterpretation will happen. This study attempts to analyze the translation strategies that are used by the translator in transferring the meaning from Indonesian into English subtitle.

B. The Problems of the Study

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

1. What are the types of translation strategies used in Rudy Habibie movie ?
2. What is the dominant type of translation strategy used in Rudy Habibie movie ?

C. The Objectives of the Study

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

1. To find out the translation strategies used in Rudy Habibie movie.
2. To find out the type of translation strategy that dominantly used in Rudy Habibie movie.

D. The Scope of the Study

The study focuses on finding the translation strategies that are used in the subtitle of Rudy Habibie movie , that is Bahasa Indonesia into English. The writer took the dialogue of Rudy Habibie as the 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, deletion, dislocation, expansion, imitation, paraphrase, resignation, transcription, and transfer.

E. The Significance of the Study

The findings of the study are expected to be beneficial both theoretically and practically. At the theoretical level, the result of the analysis are expected to enrich the study of translation.

On practical level, the result of this analysis are expected to provide significant contribution in terms of learning translation strategies. For the readers, especially students of English Department to explore their knowledge about translation in order to get the best result of translation, for those who are interested in conducting the similar study to explore the strategies of translation, for the translator or subtitler in Indonesia to enhance their capability.