CHAPTER I

INTRODUCTION

1. 1 The Background of the Study

Communication is an important thing that people need to socialize with the others. One of communication acts is the exchange of information. Information exchanges through global communication are needed among people around the world by using a certain language that can be understood by people from many different countries. English is an international language that is used to transfer information. Therefore, most information that people send and get are in English. However, people who do not understand English will feel lost in this world. There are many countries that do not set English as their first language. Therefore, translators are needed. It is because there are people who cannot speak English, but they want to know the content of the information. This makes translation very important in this globalization era.

Our lives have been accompanied by translation since a long time ago. We live in a world which has many kinds of cultures and languages. Not everyone, even no one knows all the cultures and languages that exist in this world. That is why we need someone to transfer information about other cultures and languages to our own language or our first language, so that we can understand it. The process of transferring the message or information from Source Language (SL) to Target Language (TL) is called translation. A person who writes the process of transferring the texts and the context into another language is called a translator.

Catford in Machali (2000: 5) states that translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Translation is reproducing source language in equivalent way into target language as close as possible to the original one. Translation itself has always been a central part of the communication between two different languages. The main point in translation is to retell and to transfer the message in SL to another languages or TL without changing the characteristics or the style of the

1

original text. So, even thoug h the languages changed, but the message in the SL always delivered in TL. Simply, translation deals with two different languages.

Nowadays, translation covers a lot of areas such as education, culture, advertising, technology, mass audiovisual communication such as film and television and others. The development of technology and media in Indonesia is getting advanced day by day. At the moment, it cannot be separated from its association with English. Therefore, English plays important role in developing it.

Form of translation not only in printed media but also in electronic media. The form of translation in printed media can be found in imported novels. Those imported novels are then translated into the target market's language. Another example of printed translation form is bilingual books. Bilingual books are books with the complete text in two languages. Mostly, international schools use bilingual textbooks as a method of using two languages to deliver the materials and reinforce students' competency in a foreign language. Another form of translation is in electronic media or multimedia such as imported movies, international news broadcast, and foreign TV shows that are created in other countries are the products of audiovisual translations. Those texts has translated into the target country language in the form of subtitling. Audiovisual translations are meant to be seen and heard simultaneously, their translation is different from printed translation. Written works are primarily meant to be read.

Luyken (1991: 11) states that translation in electronic media is called as Audiovisual Translation that concise as AVT. Generally speaking, "audiovisual language transfer denotes the process by which a film or television programme is made comprehensible to a target audience that is unfamiliar with the original's source language".

In this modern era almost entire people in the world know about film or movies as mass audiovisual communication. Such as the famous and biggest home production which is production by Hollywood such as Walt Disney, Fox, Warner Bros, Pixar and others. It is not an exception that translation is undoubtedly needed in many aspects of people's life and entertainment industry. The British and American rule the entertainment industry in the world. We know

all of movies from there used English as source language and translated into target language

Watching movie is mostly everyone's favorite. It is always enjoyable and fun for watching movies that often bring us in a unique imagination about the movies. Some scenes show impossible thing to be real. In movies, we do not only watch the movie but also become part of the story.

Imported films especially Hollywood films have dominated the movie industry in Indonesia. The audiences are not only adults or teenagers but also children. The high quality pictures make Hollywood films increasingly in demand by the Indonesian. Almost all of Hollywood movies/films are produced in English, which are difficult to understand by mostly Indonesian, because the difference of language used. Therefore, the creativity in using the translation strategies in subtitling is important to make a good quality of subtitle.

In the movie itself, translator has to translate English as source language (SL) into Indonesian as target language (TL) and it called subtitling. Subtitling is a process of language transfer in translation types of mass audiovisual communication such as movie or film and television.

Gottlieb in Gaemi and Benyamin (2010: 41) states that subtitling as the rendering of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen of the movie. It is needed to deliver the message for the audiences or viewers of the movie who do not understand about the meaning and message of film without its translation. Translating for subtitle movie should be meaningful to the TL of the audience in relation to the particular scene which is being shown on the screen movie.

From the definition above, translating for subtitle movie should be meaningful to the TL. The meaning, contexts, though or message of source language to the target language of the audiences or readers must be meaningful. The audience who knows the target language only will be confused if the target language is influenced by the source language.

Meanwhile, the result of translation in the audiovisual field must be transferring the meaning of the source language clearly. In order to make the clear meaning of source language, it is expected that the meaning of target language can be understood by the audiences or readers. So, the result of translation must be readable. In target language readability is needed because it makes the audiences easier to catch the content of the translation text, conversely when the translation text is not readable in the audiovisual. It will make the audiences difficult to understand the content of the text well.

Considering the function of subtitling in conveying certain information to the readers or audiences, it can be seen that subtitling is not an easy task because it deals with transferring thought and ideas have to be conveyed accurately so that the contents of the message or information are understandable for the target readers. That is why the important thing for a subtitler is to find the best way to make the subtitling accurate, acceptable, and readable. Another thing which makes subtitling becomes a complex task because subtitling always involves two languages, the source and the target language, which must have so many differences.

Lever (2010: 32) as a form of audiovisual, subtitling consist of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen in synch with the original verbal message by way of semantic structure translation.

The different linguistic system can cause some problem for a subtitler. The problem faced by subtitler in subtitling process can eventually cause the inaccurate, unacceptable, or unreadable subtitling. Source text and target text should match one another in function, if the source text and target text differs substantially on situational features, then they are not functionally equivalent, and the translation is not of a high quality.

From the theory above, expectation, reality and gap can be taken as a discussion. The expectation from the theory above that in subtitling process presented on the screen in synchronized with the original verbal message by way of semantic structure translation. For example a noun in SL must be a noun also in

TL, adjective in SL for adjective in TL, adverb in SL for adverb in TL, and so on. So the conclusion is the meaning, content, though, or message from SL to TL only can be earned only word by word translation in audiovisual field.

The reality, the theory above that emphasizes on the subtitling process by way of semantic structure translation cannot be apply in every aspect of language and culture, for instance in translating expression. For example, the expression *"tak bisa menulis dan tak bisa membaca"*, the expressions cannot be directly translated to "can't write and can't read". But according to Oxford Advanced Learner's Dictionary (2000), the correct word is illiterate. Other example is the expression *"seseorang yang bisa melakukan apa saja"*, these words neither can directly translate into a person who can do everything, but to Oxford Advanced Learner's Dictionary (2000), the words that fix the idea is jack of all trades. So besides that, translator in subtitling must also understand the culture and style of the SL in translating expression. Here, a subtitler is very skill person in subtitling in deciding which strategies is appropriate in translating meaning, context, though, or message from SL to TL.

Gottlieb (1992) proposed that subtitling strategies used by subtitler in translating word, phrase or speaker's utterance in audiovisual field. Subtitle translation's aim is to translate a verbal language to written and to transfer the information to the viewers in a limited space. Unlike literally translation, a subtitler (person who translate subtitle) needs an excellent listening skill to translate. A subtitler needs to listen to the audio of the film to match the voice of the characters (when they are speaking) with the subtitles which are usually placed at the bottom of the screen. In subtitle translation, the content in TT should have the same degree as in ST. In order to balance the content in the ST and TT, the subtitler used subtitling strategies.

Chang (2012) states that movie is a kind of multimedia, both a visual medium and an aural one. Although in every movie, the director uses their own native language in their film, it is not to be a big problem since it can be translated into TL. Therefore, subtitles can help the audiences learn the foreign language

through a movie. There are many genre of movie can be chosen by the translator to translate the subtitle film.

The Meg movie is one of the famous movie in 2018 that enjoyed by all age circles, from children until adult and it is directed by Jon Turteltaub. This movie is about the shark namely Megalodon, the largest shark ever known believed to be extinct for millions of years. The source language (SL) of this movie is English and the target language (TL) is Indonesian. Rizal Adam as the movie subtitler applied many types of subtitling strategies in the subtitles so the viewers can be easily got the idea of each utterance in the movie.

In this case, the problems appear when the researcher saw some awkward cases in the TL. Not all of the SL translated fully in the TL, there are number of words in the SL less of the TL and vice versa.

Winchester, Salji and Kasivisanathan (2017) entitled Gathering Preliminary Data states that preliminary data are the data generated from small scale research projects to evaluate feasibility, prior to conducting full research studies. Preliminary data are used to test approaches using small sample sizes, provide proof of concept or evidence to support a working hypothesis or they are used as pilot data for grant funding applications. As such they are useful for showing the progression of an idea and likely success of future research projects. In addition preliminary data may also be used to demonstrate the significance or potential impact of a research project. In some cases, preliminary data can also be combined with data from the full research project to generate a larger data set.

The following are some preliminaries data found by the researcher by the data source is the subtitling of *The Meg* movie, such as:

1. Data 60

   SL: Mana One research station, **200 miles** off the **Chinese** coast

   TL: *Stasiun Riset Mana One, **321 km** dari pesisir **Tiongkok***

2. Data 97

   SL: **Wow,** look at that

   TL: ***Wahh**, lihat itu*

3. Data 102

    SL: **Blast**

    TL: *Ledakkan sekarang.*

In the first example, the subtitler translated the word of **200 miles** into *321 km*. Miles is a unit of distance that is often used in certain countries, especially in the United States and Britain, while kilometers are units of distance used in Indonesia. In this case, the subtitler chose the word 321 km in the TL in order to make it covers in Indonesia culture and then the subtitler translated the word of **Chinese** into *Tiongkok* because since 2011 the President of Republic Indonesia Susilo Bambang Yudhoyono issued a decree regarding the use of the Chinese term to Tiongkok. President Susilo Bambang Yudhoyono has signed Presidential Decree No. 12 of 2014. With the Presidential Decree, all Chinese terms have changed to Tionghoa or Tiongkok. The consideration of the term 'Tjina' which is a substitute for the term 'Tionghoa / Tiongkok' has had a psychosocial-discriminatory impact on the social relations of Indonesian citizens of Tionghoa descent. President SBY assessed, the views and discriminatory treatment of a particular person, group, community and or race, basically violated the value, the principle of protecting human rights. Therefore, contrary to the 1945 Constitution of the Republic of Indonesia, the Law on Human Rights, and the Law on the Elimination of Racial and Ethnic Discrimination," quoted the b points of the Presidential Decree. The relationship between Indonesia and Tiongkok is getting better. That is what makes the president set the right name for the People's Republic of China as the People's Republic of Tiongkok.

In the next example, the subtitler changed the word of **Wow** into *Wah* because adopted when the original employs some sort of special effect where the translation of the effect is more important than the content. It produces a different expression in the target text that adjusts the contents of the source text so that it conforms to the target text-language. It is used in connection with metaphorical phenomena.

The last example, the subtitler has giving addition meaning in the target languages which is not existed in SL. The subtitler added the word of *sekarang* for emphasizing the TL itself.

Actually, subtitling strategies is not about good or bad the target language on the text, but that is the most appropriate way according to the subtitler in conveying the message from source language to target language and the subtitling strategies used because people do not understand the meaning of the spoken language.

This is not the first study in the academic world. There have been some previous studies conducted by several researchers related to this research. They are inspiring the researcher to do a further study about it. Related to this study, the researchers found some previous researchers in the journals either national or international which are related to the title that is going to be conducted. Some of them discussed about Subtitling Strategies and the others discussed about Interlingual Subtitling, Translation Strategies, Subtitle Translation and Strategies used by Subtitlier.

Here are the more explanation about the previous studies that discussed about Subtitling Strategies used the theory presented by Haryanto's (2005: 103) and another used the theory of Gottlieb's (1992: 76). The previous study by Hastuti (2015) with a research an analysis on subtitling strategies of Romeo and Juliet Movie. The finding of this research is there are nine strategies that applied in *Romeo and Juliet Movie* are expansion, paraphrase, transfer, imitation, condensation, decimation, deletion, taming, and resignation. The most dominant strategy that used in those movie is condensation. And there accuracy of the subtitling in *Romeo and Juliet Movie* hang on context covering from the text, situation context or cultural context. The next previous study by Kesumawardani (2017) conducted a research about an analysis of subtitling strategies used in Wonder Woman Movie. She found based on 830 data for subtitling strategies, the most frequent used in the movie is transfer and the least is transcription. The previous studies in the relation to subtitling strategies, Michael (2017) conducted the study about analysis of Gottlieb's subtitling strategies in Trans 7's 'Home

Stay. One of those studies relates to the employment of ten subtitling strategies proposed by Gottlieb (1992), which are transfer, imitation, transcription, deletion, expansion, paraphrase, dislocation, condensation, decimation, and resignation. Instead, Gottlieb's strategies often appear simultaneously in combination with one another, without any evidence of overlapping one another. With this finding, it is hoped that this study can give a valuable insights on how Gottlieb's strategies are used.

Another previous studies conducted by Farhana (2017), the research about interlingual subtitling of nonsensical words, phrases and utterances in the Alice in Wonderland Movie. She found there are seven combined strategies discovered throughout the analysis as a result of the nonsensical words, phrases and utterances that partially partook more than one strategy. The previous studies conducted Liangqiu & Donghui (2018). Based on the theoretical framework of Skopos theory, this article used the subtitles of the film "Youth" and their translations as the corpus. The goal of this research is to maximize the audience's understanding of the source film lines. It combines interpretation, abbreviation, supplementary and substitution methods together

Based on the phenomena of the journals also examples described above is the background that encourage the researcher to describe the subtitling strategies use in The Meg movie texts, how the realizations of subtitling strategies in the clauses of The Meg movie subtitles and why types of subtitling strategies used in the ways they are.

Sutopo (2009: 149) states that translation is process of transferring source language into target language, for the example, from English into Indonesian. It is due to the fact that meaning is very important in translation activity. Based on the phenomena above the writer interests and decides to analyze subtitling strategies used in *The Meg* movie with the research entitled *Subtitling Strategies used in The Meg Movie Texts.*

To analyze the subtitling strategies used in *The Meg* movie, the researcher used theory of subtitling strategies by Haryanto's (2005: 103) such expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, deletion,

taming and resignation and how the realization of subtitling strategy realized in The Meg movie texts by Lomheim (1999) which is divided into three groups, such as single strategy, double strategies and triple strategies. The subtitling strategies taken from the subtitles in the dialogues transcript in English and Indonesian transcript subtitle from the beginning part until the last of the movie.

1.2 The Problems of the Study

Based on the description of the background of the study stated above, the problems of the study formulated as the following:

1. What types of subtitling strategies are used in *The Meg* movie texts?
2. How are the subtitling strategies realized in the clauses of *The Meg* movie texts?
3. Why are those types of subtitling strategies used in the ways they are?

1.3 The Objectives of the Study

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

a. To describe the types of subtitling strategies used in *The Meg* movie texts
b. To elaborate how the subtitling strategies realized in the clauses of *The Meg* movie texts
c. To explain the reason of utilizing subtitling strategies in *The Meg* movie texts

1. 4 The Scope of the Study

This study was attempted to describe and to explain subtitling strategies used in *The Meg* movie texts as a product of translation in audiovisual translated from English as source language into Indonesian as target language by Rizal Adam. Referring to the problems of the research above, the scope of this study limited on the clauses produced by 15 characters in the movie consisting of subtitling strategies used in *The Meg* movie texts.

1. 5 The Significances of the Study

Findings of the research are expected to be useful for the readers both theoretically and practically in some aspect.

1. Theoretically findings can significantly useful for:

    a. Review of literature for the coming researchers.

    b. The guiding information for the students of translation studies about subtitling strategies.

    c. The guidance material for readers in understanding types of subtitling strategies.

2. Practically, the usefulness of findings is described as the following:

    a. It will give contribution for the translators or students of translation course or the readers who are interested in studying translation especially about subtitling strategies.