

CHAPTER I

INTRODUCTION

1. The Background of the Study

In this 21st century, communication and technology cannot be separated. People from the younger generation to the older ones have been exposed to the internet. With this sophisticated technology, people from anywhere can communicate with anyone from any place across the world in just one click away. We are now in the digital era of communication which gives people an option to use their devices, such as: mobile phone, laptop, and tablet which are connected to the internet as the tools of communication instead of face to face. The internet is such a game changer. It is not only changing the way people communicate but also in their lifestyle of watching. Nowadays, people, especially the younger generation, like to watch YouTube instead of television.

YouTube is one of the video-sharing platforms which allow the users to create their own account and share their videos online. Anyone can create an account on YouTube. That account on YouTube is called a channel. Basically, people can create their channel and upload various kinds of videos to YouTube. Moreover, YouTube not only allows the users to upload videos, but also gives experience to other users to watch, like, comment, share, subscribe, add to playlists, and report to any channels or videos they like. Various contents such as video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, video blogging, short original videos, and educational videos are available to be found in YouTube. This is the reason why this platform gives such

a massive influence to the young people. People are competing to be famous by uploading their interesting, informative or unique videos that might later on gain people's attention to subscribe or watch their videos. This phenomenon happens because YouTube will monetize any channels which are able to gain 1.000 subscribers and generate 4.000 watching-time hours over the last 12 months.

The user of YouTube is called a youtuber. There are various kinds of channels on YouTube. One of the unique and viral channels comes from Indonesia, Fiki Naki's channel. Fiki is a youtuber from Pekanbaru, Province of Riau, Indonesia. He has been capturing public attention, especially the young generation with his videos on YouTube. He shows his ability in speaking various kinds of languages as the content of his YouTube channel. English, Romanian, to Russian are the language examples he is speaking. This is known from the video on his personal YouTube channel. As an impact, his channel has been gaining about 4 million subscribers which also watch and like his videos. He gives a huge positive and entertaining content which influences people on YouTube, especially the young generation in Indonesia. Fiki uploads his conversational chatting videos from OmeTV to his YouTube.

Ome TV is a video-chat website which allows the users to do video chatting to other people of different gender, culture, backgrounds, language and countries all over the world randomly. It means that the condition is not allowed the users to choose to whom they are going to talk to or from what country the other acquaintance will be. Young people nowadays prefer talking to strangers on the internet including Fiki who is also using this website to communicate with strangers from other countries. He uses this as the media to talk to strangers which

are mostly girls, then he records their chatting videos. After doing so, he then uploads them to YouTube which allows other people from all over the world to watch them freely. What is interesting is, on Fiki's YouTube channel, the conversational videos are completed with subtitle which is provided in Bahasa Indonesia. The subtitle is commonly found in the movie. This is why the writer would like to conduct this field as the source research and expects to gain a new insight to the translation field especially the subtitling strategies in the conversational chatting video instead in the movie.

Subtitle is a kind of translation especially provided in the movie. As Sutopo (2009: 149) mentions that translation is the process of transferring source language into target language, for example, from English into Indonesian. It is due to the fact that meaning is very important in translation activity". Moreover, Gottlieb (1992) proposed that subtitling strategies used by subtitlers in translating word, phrase or speaker's utterance in the 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. In addition, Agustina et al (2017) states that the subtitling is very important because it allows the viewers to grab the message or information of the film especially for foreigners. From that statement it can be concluded that subtitling enhances the viewers' knowledge in understanding the content of the video/ film provided. The following are some preliminaries data found by the researcher by the data source in one of Fiki's video subtitling:

Fiki's utterance : Too many questions.
Subtitle : Banyak bet pertanyaanya.

Based on the example above, it can be seen that there is the word *bet* subtitled in the video which is supposed to be *banget*. The word itself is formed in an unusual term of Bahasa Indonesia. It is supposed to be translated from the word 'too'. But Fiki provides the subtitle in a different way which counts as a transcription strategy. This strategy is one of the strategies conveyed by Gotlieb (1992). While the utterance is in the phrase form. It consists of *Banyak* (**Adjective**) + *pertanyaannya* (**Noun**) completed with *bet* (**Adverb**) in the middle of the phrase which makes it only understood by a particular group of Indonesians. This phrase can be formulated as **Adj + Adv + N** as the syntactical pattern of the phrase.

Another example of the subtitling strategy happens in the video which can be seen by following example:

Fiki's utterance : Thank you, I like that!

Subtitle : *Makasi ya beb, suka deh aku.*

Based on the utterance above, it is supposed to be translated as 'Terima kasih, saya menyukainya.' But instead of translating the subtitle grammatically, it shows the informal Indonesia word choice as 'makasi ya' and even adding an additional word 'beb' which is supposed to be written as 'babe' in informal form. This translated subtitle 'makasi ya' and 'suka deh aku' part is counted as a paraphrase strategy which is translated freely and with the translator's word style. The syntactical pattern of the subtitling can be divided into 2 forms of phrase and are formulated as below:

- Makasi + ya + beb
Verb **particle** **Noun**

- Suka + deh + aku
Verb **particle** **Noun**

Those strategies are part of Gottlieb's theory about subtitling strategies. There is found the phatic or particle in the preliminary data which comes from the Indonesia dictionary by Kridaklasana (1994).

Based on the subtitle shown above the writer interests and decides to analyze subtitling strategies and syntactical patterns used in Fiki's conversational chat YouTube channel. As Gottlieb's (1992: 166) mentions that there are 10 subtitling strategies, such as: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

As this topic is not the only and the first study, some previous studies have discussed this research before. That is why the researcher would like to do further study in order to present an additional source and might contain new knowledge in the future. The researcher found some journals both national and international ones which are displayed as the previous studies of this writing.

Kusumawardani (2017) entitled 'Analysis of Subtitling used in *Wonder Woman* movie' based on Gottlieb's theory (1992) found 830 data of subtitling strategies. They are transfer, paraphrase, deletion, expansion, transcription, imitation and condensation are the result of her writing with repetition, indicating the literal translation and addition strategy, as the dominant subtitling strategy used in the movie. This means more information is given there.

In addition, Kholiq (2020) with the same theory by Gottlieb analyzed the subtitle of *The Boss Baby: Back in Business* series which the result shows that there are only 6 strategies in the web television appear, namely: transfer strategy, decimation

strategy, deletion strategy, paraphrase strategy, imitation strategy, and transcription strategy. Moreover Pui (2019) with title 'Pubg Fan Subtitle: Strategies and Translation Acceptability' based on Gottlieb's theory conveyed 10 subtitling strategies appearing in the subtitle. The most dominant is transfer strategy with percentage 40,9 % followed by taming, deletion, expansion, paraphrase, condensation, imitation resignation, transcription and codensaation.

The previous studies above are all using movies, tv series or which make it different with this research. Considering this phenomenon, the researcher is curious to do research aimed at investigating the subtitling strategies used in Fiki Naki's YouTube channel. Puri (2019) in 'Pubg Fansubtitle: Strategies and Translation Acceptability, based on Gottlieb's theory (1992) has found 10 subtitling strategies. While this study will focus on the subtitling strategies used in Fiki's YouTube channel in order to find out how the subtitling strategies used complete with formula of the syntactical patterns phrase.

2. The Problems of the Study

Based on the background of the study above, the researcher formulates the problems as in the following:

1. What are the types of subtitling strategies used in Fiki's YouTube channel?
2. How is the subtitling synthetic pattern applied in the video of Fiki's YouTube channel?

3. The Objectives of the Study

The objectives of this study are to find out the answer of the research problems as follow:

1. To investigate the types of subtitling strategies used in Fiki's YouTube channel.
2. To elaborate the syntactical pattern applied in the subtitles of Fiki's YouTube channel.

4. The Scope of the Study

This study focuses on subtitling strategies displayed in Fiki's YouTube channel video in May 2021.

The focuses are on the types of subtitling strategies, and the phrase form of subtitling syntactical pattern appeared in Fiki's subtitle in his YouTube channel.

5. The Significance of the Study

As the findings of this study are expected to be useful, it must contribute some relevant findings both theoretically and practically. Theoretically, the findings of the research are expected to add up new horizons in translation study. In addition, hopefully, the findings will explore the new ideas for other researchers in investigating the language used in subtitling context along with its form in syntactical pattern itself, and also be able to give much contributions and insights to apply linguistics particularly in the English which can be used as a reference for

the similar study with different focus or object in the future. Briefly, the findings can add up more horizons to linguistics.

Practically, the findings of the study can give contribution to other researchers as a guide line for them to conduct the further research related to translation study. It's also as knowledge and can be the source and contribute the information about subtitling strategies and subtitling syntactical pattern for other researcher, students, and lecturers.

