CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, people find so many foreign films in English translated into Indonesian, which are usually referred to as subtitles to satisfy the demand for the foreign language, though English and Indonesian have different cultures which influence the language used. Therefore, the process of translation is required.

Translation is known as an attempt to transfer messages from one language called the source language (SL) to another language called the target language (TL). Translation is the replacement of information text in one language (Source Language) in the information text with the exact same meaning proportion in another language (Target Language) (Catford, 1965, Soltani, Nemati and Yamini, 2020).

The translation process is as a transferring of a source text (ST) message to the target text (TT), this process involves various stages and steps particularly observing the target language (TL) and target culture. Three general stages are considered, including perceiving the comprehensive concept of the ST, processing and analyzing the ST's elements and meaning including discourse, and finally, transferring the message into TT (Nida and Taber, 1982; Roberts, 2002; Modarresi and Forutan, 2018).

In the digital age, the use of translated audiovisual products such as subtitle is a part of important aspect in a film. Subtitling is one of the ways to translate the foreign films and television programs. Subtitling is an audiovisual translation or a textual representation of a dialogue that the characters in the film talk about which is usually displayed in the bottom of screen. Subtitling is the presentation of translated dialogue in a film in the form of titles which is usually located at the bottom of the screen (Hurt and Widler, 1998; Matkivse, 2014).

In recent years, the internet has provided many people around the world with access to content they had never accessed before. One of the most successful companies offering such entertainment services via online streaming is Disney+ Hotstar. Disney+ Hotstar is the streaming home of the best global and Indonesian hits all in one app (play.google.com). One of Disney + Hotstar's entertainment policies is to provide its users the freedom to choose the audiovisual entertainment genre, the device used, and the time and location of online streaming with unlimited entertainment from Disney, Pixar, Marvel, Star Wars, National Geographic, 20th Century, and other studios under the auspices of The Walt Disney Studios, Disney+ also presents more than 300 Indonesian films. In addition, Disney+ Hotstar includes subtitles in Indonesian and English.

Many foreign films that have English subtitles that can be watched by the Indonesian people on Disney+ Hotstar. One of them is *Beauty and The Beast*. *Beauty and the Beast* is a musical fantasy film in 2017 directed by Bill Condon from a screenplay written by Stephen Chbosky and Evan Spiliotopoulos, and produced by Walt Disney Pictures and Mandeville Films. This film is based on the 1991.

Disney animated film is an adaptation of the fairy tale by Jeanne-Marie Leprince de Beaumont.

The following are some preliminaries data found by the researcher by the data source is the subtitling of English – Indonesian in *Beauty and The Beast* on Disney+ Hotstar, such as:

Condensation

SL: Sounds boring

TL: Membosankan

Decimation

SL: Look there she goes. That girl is strange, no question

TL: Lihat dia. Gadis yang aneh

Expansion

SL: There must be more than this provincial life

TL: Pasti ada yang lebih baik dari kehidupan pedesaan ini

The example are the preliminary data of analyzing the subtitling strategy by using Gottlieb's theory (1992).

Based on the preliminaries data, the researcher interested to investigate the subtitling strategy in the English to Indonesian subtitle based on Gottlieb's types of subtitling strategy. The researcher chose "*Beauty and The Beast* subtitle on Disney+ Hotstar as the object of this study.

B. The Problem of the Study

Based on the background, the problem of the study is formulated as the following:

1. What kinds of subtitling strategy are used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar?

2. How are the subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar?

3. Why are the subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar?

C. The Objectives of the Study

Concerning with the problems, this analysis is intended to achieve some objectives as specified in the following:

1. To analyze the subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar.

2. To investigate the manners or realizations of subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar.

3. To explain the reasons for the use of subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar.

D. The Scope of the Study

The scope of the study is subtitle, focus on subtitling strategy used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar. This research is limited on analyzing and investigating the ten subtitling strategies and explaining the reason for the use of subtitling strategies used in the subtitle of *Beauty and The Beast* from English to Indonesian on Disney+ Hotstar. In this study, the researcher uses Gottlieb's theory which explain about subtitling strategy. Gottlieb has proposed ten subtitling strategies that can be applied are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation (Gottlieb, 1992; Ben Slamia, 2020).

E. 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 subtitling strategy. The author also expects to achieve some significance for the readers, the writer hopes that this research is able to enrich knowledge and comprehension about subtitling studies to the reader. This research can give benefit for all English Literature Students as their reference when they do a related research.

At the practical level, the results of this analysis are expected to provide significant contribution in terms of learning subtitling strategies. For the readers, especially students in English Department to explore their knowledge about

subtitling in order to get the best result of subtitling, for those who are interested in

conducting the similar study to explore the subtitling strategies, for the subtitlers in

Indonesia to enhance their capability.