

CHAPTER I

INTRODUCTION

1.1. The Background of the Study

Translation has always been the central part of communication. Many people think that translation is simply changing a word or text from one language to another. This concept is not completely wrong. Translation deals with languages, words, or texts and changes one language to another. By learning translation theory, people can clearly and profoundly understand the content and methods of translation. The basic concept of translation involves changing the form of the source language (SL) to the target language (TL) involved in the Realization .

Larson (1984) defines the translation Realization as about transferring the meaning of the source language to the target language. The translation Realization can be completed by converting the form of the first language into the form of the second language through the semantic structure. According to him, form refers to actual words, phrases, clauses, sentences, paragraphs, etc. (the surface structure of a language). Then, according to the vocabulary and grammatical structure, the meaning of the source language (SL) is converted into the target language (TL) in the most appropriate form, and the readers of the target language (TL) can mainly accept the language.

As a form of translation, movie translation enables people from any language background to understand movies. Movies have become crucial because many people believe that movies can entertain them in various situations. People have the right to choose the type of movies, they like to watch. They may prefer drama, comedy, action,

etc. Language is an important content of the communication. Without language, of course, it is difficult for us to communicate with others. Especially in this era of globalization, communication is necessary for the shaking of obtaining a variety of information.

The translation is the work of transferring messages from one language to another. Therefore, we cannot just think of translation as an attempt to replace text in one language with another. As Nida and Taber (1974) put forward, translation "includes the representation of the recipient's language information, first in terms of meaning, and secondly in terms of style". Therefore, the purpose of translation is to try to re-express the message from one language to another.

This is a very important role for translators when transferring messages from the source language to the target language. Larson (1998) defines translation as the Realization of converting the meaning of the source language into the recipient language. From the above statement, this means that the Realization of converting the source language into the target language must be completed without changing the mind or meaning of the source language.

Translation itself is very useful in many aspects, such as sports, law, business, literature, education, entertainment, media, etc. In these areas, many people need translators to pass messages from the source language to the target language. This is why translators should be able to grasp the field they are engaged in. Usually, a translation is used to transfer the written or oral SL text to Equivalent written or spoken TL text. Generally speaking, the purpose of translation used to copy various texts, including religion, literature, science, and Philosophical texts-another language so that

they can be used in a wider field reader (Ordudari, 2007). One of the aspects where translators are often used is entertainment. There are a large number of entertainment media all over the world, and translators are required to transfer entertainment media information from the source language to the target language (Haiping, 2015).

However, translation activities are not always easy. In addition to translating languages, translators are also translating culture. Translation has the function of transferring culture to another culture. Culler (1976) states that one of the troublesome problems of translation is the disparity among languages. The bigger the gap between the SL and the TL, the more difficult the transfer of a message from the former to the latter will be. This means that if translators must translate a word or sentence that contains a country's cultural characteristics, then they must find its equivalent in the target language that is suitable for the source language. In fact, many Indonesian translators who have been capable in English and familiar with various styles of English overlook those aspects of translation work when the source language is English and the target language is Bahasa Indonesia.

In the translation activity of course there are some things that need to be considered. One of them is word selection. It is very important to ensure that the translation results are not read ambiguously. Translation activities can be performed to determine the structure of the foreign language understood. Finlay (1971) states that translation into a foreign language can and is also an excellent exercise to test one's understanding of foreign language structures. However, it should be so addictive, not as a professional activity. "It is not easy to translate a movie and perform parallel translation in the target language, because people usually estimate that (Bai, 2018). The

translation is the same to convey information or ideas in the description of the translated language when the whole is transferred to the target language, the translation result can be considered as successful. This is difficult due to the system language and cultural differences between the source language and the target language. A good translator must not only be able to overcome system language and cultural differences, but also must be able to capture implicit messages or tasks in the source language and pass them back to the target language. This is important for the integrity of a text that is more or less affected by implicit meaning or the existence of the information contained.

A movie can convey information to the audience through pictures, dialogue, and music. These aspects combine to form a movie. The picture is the visualization of the story on the screen, the dialogue is the conversation that occurs in the movie, and the music is the sound effect of the movie, which makes the story effective. Since the movie needs to be translated, the language of the viewer is different. Of course, the film involves culture, and culture must be transferred to the target language.

When analyzing translation in a movie, the translator can choose to use subtitles. Subtitles indicate that the viewer can still hear the source language and there is a dialog box at the bottom of the screen. When analyzing the subtitles, the translator should simplify the subtitles as much as possible so as not to disturb the audience's attention. According to Szarkowska (2005), subtitles transform movies from audiovisual media to more literate media, and the subtitles require more attention from the audience than dubbed movies. The subtitles should also match the dialogue the characters are telling so that the audience is not confused with the story.

However, the translation of subtitles is a harsh cognitive Realization , full of problems and difficulties (Karamitroglou, 2000), as well as formal quantitative and textual challenges (Gottlieb, 1992). The formal limitation is based on the space limitation. The limitation is 2 lines and 35 characters at most. The text limitation and challenge can be seen from the visual environment of the movie. There are many technical problems with subtitles, such as the average reading speed of the audience (De Linde and Kay, 1999). Another limitation is the synchronization Realization that keeps the minimum interval between subtitles constant. Some people think that the viewer's reading speed is about 150 to 180 words per minute, and may vary depending on the vocabulary density and the language information displayed in the text (Luyken, 1991).

In translation, there are many methods, but not all of them can be used in certain situations. For example, the method of translating movies. In order to translate the movie, the translator needs to use the audiovisual translation (AVT) method, and when translating the source language into the target language, the translator can use different strategies to try to transfer the dialogue to the target language. This is why translators must understand the correct translation strategy, and understand and know how to transfer it from the source language to the target language without changing its meaning (Reich, 2006).

Gottlieb in Gaemi and Benyamin (2010) states that subtitling is 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 the meaning and message of the film without its translation. Translating for subtitle

movies 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, translation strategies for subtitle movies should be meaningful to the TL. The meaning, contexts, thought or message of the source language to the target language of the audiences or readers must be meaningful. The audience who knows the target language only is 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 the source language, it is expected that the meaning of the target language can be understood by the audience or readers. So, the result of translation must be readable. In the target, language readability is needed because it makes it the audience easier to catch the content of the translation text, conversely when the translated text is not readable in the audiovisual. It will make the audience 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 that makes subtitling become a complex task because subtitling always involves two languages, the source, and the target language, which must have so many differences. Nyberg (2020) as a form of audiovisual,

subtitling consists 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 sync with the original verbal message by way of semantic structure translation. The different linguistic systems can cause some problems for a subtitler. The problem faced by subtitlers in the subtitling Realization can eventually cause inaccurate, unacceptable, or unreadable subtitling. Source text and target text should match one another in function, if the source text and target text differ substantially on situational features, then they are not functionally equivalent, and the translation is not of high quality.

From the theory above, expectation, reality, and gap can be taken as a discussion. The expectation from the theory above is that in subtitling Realization presented on the screen is 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, the adjective in SL for the adjective in TL, adverb in SL for adverb in TL, and so on. So, the conclusion is the meaning, content, thought, or message from SL to TL only can be earned only word by word translation in the audiovisual field.

The reality, the theory above that emphasizes the subtitling Realization by way of semantic structure translation cannot be applied 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. Another 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 the jack of all trades.

Besides that, the translator in subtitling must also understand the culture and style of the SL in translating expression. Here, a subtitler is a very skilled person in subtitling in deciding which strategies are appropriate in translating the meaning, context, thought, or message from SL to TL.

Gottlieb (1992) proposed that subtitling strategies used by subtitlers in translating a 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. Unlike literal 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 a 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 a foreign language through a movie. There are many genres of movies that can be chosen by the translator to translate the subtitled film.

Java Heat is an action and decisive battle film released in 2013, directed by Conor Allyn and starring Kellan Lutz, Mickey Rourke, Ario Bayu, and Atiqah

Hasiholan. The film was produced by the film production company Margate House under the attention of Conor Allyn and Rob Allyn, the latter of whom had been involved in history A trilogy of the novel movie "Merah Putih (2009), Darah Garuda (2010), and Hati Merdeka (2011). With handcuffed in the police interrogation room, Jack Travers (Kellan Lutz), who claimed to be an assistant foreign teacher, had just survived the bomb blast. But the detective Hashim (Ario Bayu) from Densus 88 unit suspected Jake. Jake is one of the main witnesses of the suicide bombing at the charity party. At this charity party, the beautiful and popular palace princess Sultana (Atiqah Hasiholan) was killed. At the same time, Hashim's wife and children were kidnapped. The incident after the incident was full of suspense and action, which strengthened the cooperation between Jack and Hashim to discover what happened. The fighting heats up and the climax occurs at the Waisak celebration at Borobudur Temple. In the hustle and bustle of the Lantern Festival, the exchange of jewelry and hostages will become the climax of the movie.

In Indonesia, English is used as a foreign language. This is why subtitles play an important role in movies. By watching the subtitles in the movie, the viewer will understand the content and easily follow the development of the story. Western movies use subtitles displayed on TV screens not only in movies but also in Indonesian TV programs. Subtitles used in Indonesian have a different language system from other languages. Sometimes, the translator will encounter problems when translating subtitles, because certain accents or languages may appear in the movie (Gupta, 2019). Not only that, but the quality of the subtitles itself is also high. The sentences in the subtitles may not have the same meaning in the target language, which can make readers feel

confused when reading the subtitles (Kumar, 2019). Besides, the subtitle should be clear and amusing the audiences in the easiest way through the utterance of the source language (Sharma, 2019).

Winchester, Salji, and Kasivisanathan (2017) "Gathering Preliminary Data" state that preliminary data are the data generated from small-scale research projects to evaluate the 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 are used as pilot data for grant funding applications. As such they are useful for showing the progression of an idea and the 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 preliminary data found by the researcher by the data source is the subtitling of *Java Heat* movie. The following are some previous relevant studies:

A research conducted by Destaria and Rini (2019) "Analysis of Translation Strategy in Transferring meaning of English Idiom into Bahasa Indonesia in the subtitle of Pitch Perfect 3 Movie". The purpose of study was analyzed the translation strategies used by translators when transferring the meaning of English idioms to Indonesian in the subtitle of "Perfect English 3 Movie". The findings show the translator did not use idiom translations with similar meanings and similar forms to translate idioms. The translation frequency of idioms with similar meanings but similar forms is 4 idioms. 46 idioms were

translated using paraphrase strategies. Only one idiom is translated using the omission strategy.

Another study by Suriadi (2018) on the “Translation Strategies To Deal With Indonesia Censorship Regulation On Movie”. The purpose of this research is to begin to examine the adjustment effect of check subtitles on movie subtitles displayed in Indonesia. The findings showed that all kinds of data are difficult to realization , and most of them are classified as language expressions, which affects vulgarity and offensiveness.

A study researched by Dara (2021) on the “Translation Strategies In Subtitle Of The Hunger Games Movie (An Analysis Based On Gottlieb Translation Strategies)”. The objectives of this research are: 1) to describe the translation strategy are used in the movie subtitle from English (SL) to Indonesian (TL) and; 2) to find out the most dominant translation strategy used in the movie subtitle. The findings showed there were seven out of ten strategies applied by the subtitle writer of the Hunger Games movie, they were: Expansion (8.26%), Paraphrase (39.56%), Transfer (17.39%), Imitation (9.56%), condensation (13.91%), Decimation (1.30%), and Deletion (10.00%). This study found that Paraphrase is the most dominant strategy used in the subtitle of the movie of the Hunger Games.

After all the explanation above, the translator needs to analyze the translation strategies in subtitling movie used in *Java Heat* movie, the researcher used the theory of translation strategies by Baker (1992) such as translation by a more general word, translation by a more neutral/less

expressive word, translation by cultural substitution, translation using a loan word or loan word plus explanation, translation by paraphrase using the related word, translation by paraphrase using unrelated words, translation by omission and translation by illustration and how the realization of subtitling strategy realized in Java Heat movie texts by Baker (1992) which is divided into two groups, such as equivalence translation and no equivalence translation. The translation strategies in subtitling Java Heat movie taken from the subtitles in the dialogues transcript in English and Indonesian transcript subtitle from the beginning part until the last of the movie.

Based on the phenomena of the journals also examples described above are the background that encourages the translator to explain the reason for utilizing subtitling strategies in The Java Heat movie texts. The researcher used the theory of the reason of translation strategies in subtitling used in a movie proposed by Dries (1995) namely language compression which consists of three factors. They are the synchronization constraint, which affects the aspect of language transfer, the importance to get subtitles to be simpler and easier to understand and the last factor is the necessity to get a natural translation.

1.2. The Problem of Study

The problems of the study were to provide the answers to the following questions are:

1. What types of translation strategies are used in *Java Heat* movie subtitling?

2. How are the translation strategies linguistically realized in the *Java Heat* subtitling?
3. Why are the types of translation strategies used in the ways they are?

1.3. The Objective of the Study

The objectives of this study were as follows:

1. To investigate the types of translation strategies used in *Java Heat* subtitling.
2. To describe the realization of the *Java Heat* subtitling, and
3. To explain the reason for utilizing translation strategies in *The Java Heat subtitling* movie texts.

1.4. The Scope of the Study

This study was attempted to describe and explain translation strategies used in *Java Heat* movie texts as a product of translation in audiovisual translated from English as source language into Indonesian as target language by Sea Srivises and Narut Thongsima. Referring to the problems of the research above, the scope of this study was limited to the clauses produced by ten characters in the movie consisting of translation strategies used in *Java Heat* movie texts.

1.5. The Significances of the Study

The findings of the study were expected to be relevant theoretically are practical.

1. Theoretically

The findings of this research hopefully will give benefit to the movie viewers.

2. Practically

a. Readers.

(1) The readers are expected to have a larger knowledge about the translation of subtitle strategies in the movie about Java Heat.

(2) The readers are expected to recognize the types of translation strategies subtitling in Java Heat movie.

(3) The readers get the appropriateness of the translation in Java Heat movie

b. Students

The result of this research can be used as additional knowledge to improve student ability in analyzing translation in a movie.

c. Study

The result of this research hopefully will give benefit to another study.

