

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

Film industries not only produce movies that require a good quality, but also face a translation problem since only small percentage of the world's population understand English. When facing a translation problem, a translator is an important thing to solve translation problems. Translator is a person who translates written messages from one language to another. To conduct a translation is not an easy thing to do. When translating a text, the translator has some rules. They not only transfer the idea from the source language to the target language but they also establish an equivalent translation from English to Indonesian. Moreover, the research of this study is to analyze the strategies that the translator used in transferring words from source text to target text. The uncommon word chosen in the movie is making the audience confused with the meaning. Therefore, this study was conducted to deal with the confusion happening in the movie goers.

One of the ways to translate the foreign films and television programs are subtitling. Subtitling is a textual version of dialogues, which is not found 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 film can enjoy the film by reading the translated text on the bottom of screen without ambiguous thinking. One might say that subtitling is more authentic, since it does not hide the original sound. As the major method of translating films, subtitling involves the least interference with the original. In 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.

There are many films attaching subtitles from other countries, languages enjoyed by the people in Indonesia. One of them is the film entitled *Inside Out*. It is a 2015 American 3D computer-animated comedy-drama adventure film produced by Pixar Animation Studios and released by Walt Disney Pictures. *Inside Out* movie also won in the 87th Academy Awards or Oscars for the category of Best Animation Movie. This movie was directed and co-written by Pete Docter. This one is set in the mind of a young girl, Riley Andersen (Kaitlyn Dias), where five personified emotions—Joy (Amy Poehler), Sadness (Phyllis Smith), Fear (Bill Hader), Anger (Lewis Black), and Disgust (Mindy Kaling)—try to lead her through life as she moves with her parents (Diane Lane and Kyle MacLachlan) to a new city. The film was co-directed and co-written by Ronnie del Carmen and produced by Jonas Rivera, with music composed by Michael Giacchino.

Regarding this study, the researcher decided to choose *Inside Out* movie as data to be analyzed by using subtitling strategies. It is a popular animation movie in 2015 which is included in the Box Office. The film with the original concept full of imagination, decorated with beautiful animation, and has a meaningful story as well as entertaining, so that the researcher wanted to analyze the movie. Besides it is an interesting study, the researcher is also challenged to conduct this research in analyzing *Inside Out* movie focusing on subtitling strategies.

## **1.2 Statement of The Problem**

Based on the background of the study above, the problems are stated as follows:

1. What kinds of subtitling strategies are found in *Inside Out*?
2. What strategy is mostly used in *Inside Out*?

### **1.3 Scope of The Study**

Based on the background of the research that has been explained above, the scope of the study narrowed only to discover what types subtitling strategies are found in the subtitles of *Inside Out*.

In order to keep the study from being very broad, the researcher of this study set some scopes as follows. First, this study focused on subtitling strategies used in *Inside Out*. Second, the study was limited to the description of translation, translation process, translator, audiovisual translation, subtitle, and subtitling strategies.

This study limited the subtitling analysis based on the theory proposed by Gottlieb (1992: 166) because this theory is very suitable for analyzing subtitle text.

### **1.4 Objective of The Study**

The objectives of the study were focused on finding the subtitling strategies in every scene of the movie that have been translated in *Inside Out* through English subtitle into Indonesian subtitle. Then, to identify the subtitling strategies which were used the most in *Inside Out*.

### **1.5 Significance of The Study**

From this study, the researcher expects that the study would be useful for:

1. The researcher, to add the researcher's knowledge about subtitling strategies in translation.
2. The readers, to give contribution to everyone that is interested in the study. Especially for them who love *Inside Out* and find a difficulty in understanding the words
3. The University, to be a reference for Dian Nuswantoro University particularly for English Department students specialized in Translation Section.

## 1.6 Thesis Organization

This research is divided into five chapters, and each chapter discusses different topics.

Chapter 1 discusses about Introduction. In this chapter, there are six elements which are background of the study, statement of the problems, scope of the study, objectives of the study, significance of the study, and thesis organization.

Chapter 2 discusses about Review of Related Literature. It consist the theories about language, translation, and subtitling strategies by Gottlieb.

Chapter 3 discusses about Research Method, which contains research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Chapter 4 presents subtitling strategies used in *Inside Out* movie.

Chapter 5 presents conclusions and suggestions of the study.