



**SUBTITLING STRATEGIES USED IN
"THE CROODS" MOVIE**

A Thesis

**Submitted in partial fulfillment of the requirements for
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Specialized in Translation**

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Human beings can communicate with each other very well. People may exchange knowledge, opinions, beliefs, wishes, even feelings and many more. Moreover, People are able to express our excitement, pleasure, happiness by laughing. People are able to express anger, fear by crying out, and so on, but it all happens because of language which stands before communication. Language is a system of communication consisting of sounds, words, and grammar, or the system of communication used by the people in a particular country or type of work. Language definitely has such a major role in human life. Without language, people are impossible to communicate with each other.

Furthermore, language gives many aspects for the continuity of this research. One of the most important aspects is that language relates with translation as a basis to conduct this research. It can be stated that language is a great-grandfather of translation since translation denotes the communication of the meaning of a source-language text by means of an equivalent target-language text. Translation is studying the lexicon, grammatical structure, communication situation, and cultural context of the source-language text, analyzing it in order to determine its meaning, and then reconstructing this same meaning using lexicon and grammatical structure which are appropriate in the receptor language and its cultural context (Larson, 1984: 3). Translation typically has been used to transfer written or spoken source-language texts to equivalent written or spoken target-language texts. In general, the purpose of translation is to reproduce various kinds of texts including religious, Literary, scientific, and Philosophical texts in another language and thus making them available to wider readers.

In the study of translation, there are some methods that exist to be learned and one of them is translation strategies. According to Lörcher, translation

strategy is “a potentially conscious procedure for the solution of a problem which an individual is faced with when translating a text segment from one language to another” (Lörscher, 1991, p. 76). However, the definition offered by each author or theorist represents his/her own point of view and their views differ from each other. Most theorists agree that strategies are used by translators when they encounter a problem and literal translation does not work. Therefore, different researchers have investigated and described various translation strategies from their own perspectives.

Translation strategies appear in many media, such as in short story, advertisement, poetry/poem, novel, social network and still many more. However, the translation strategies are more interesting to be appeared in movies. Besides, this research only focuses the translation strategies in a movie. Movie is a type of visual communication which used moving pictures and sound to tell stories or inform people in every part of the world who watch movies as a type of entertainment, a way to have fun. Movies also become the communication tools because movies are transferring ideas and might be one of the information sources which has extended influence. In this era, the film industry not only produces movies which has a good quality, but also faces a translation problem. When faced a translation problem, a translator is an important thing to solve translation problems. The translator is someone who conveys material communicated in one language such as English into another language like Indonesian without losing the literal meaning or nuances of the original work.

The researcher interests to analyze a movie entitled *The Croods*. It is a 2013 American 3D computer-animated adventure comedy film produced by DreamWorks Animation and distributed by 20th Century Fox. It features the voices of Nicolas Cage, Emma Stone, Ryan Reynolds, Catherine Keener, Clark Duke, and Cloris Leachman. The film is set in a fictional prehistoric Pliocene era known as The Croodaceous (a prehistoric period which contains fictional prehistoric creatures) when a caveman’s position as a “Leader of the Hut” is threatened by the arrival of

a prehistoric genius who comes up with revolutionary new inventions as they trek through a dangerous but exotic land in search of a new home.

The Croods was written and directed by Kirk DeMicco and Chris Sanders, and produced by Kristine Belson and Jane Hartwell. The film premiered at the 63rd Berlin International Film Festival on February 15, 2013, and was released in the United States on March 22, 2013. As part of the distribution deal, the film is the first from DreamWorks Animation to be distributed by 20th Century Fox, since the end of their distribution deal with Paramount Pictures.

The Croods received generally positive reviews, and proved to be a box office success, earning more than \$587 million on a budget of \$135 million, and launching a new franchise, with a sequel set for December 22, 2017, and a TV series in development. Since there is a globalization in a movie industries era, a lot of producers compete to make a unique story which can be consumed both of adults and children. *The Croods* is one of the movies which fits both to adults and children. The study of translation strategies a focus at this matter. The researcher wants to know if there are types of subtitling strategies used in *The Croods*.

1.2 Statement of the Problem

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

1. What kind of subtitling strategies are found in *The Croods*?
2. What strategies are mostly used in *The Croods*?

1.3 Scope of the Study

Since on the background of the research that has been explained above, the scope of the study is to discover what types subtitling strategies are found in the subtitles of *The Croods*. The researcher sets some scopes in this study. The focus is limited on subtitling strategies in *The Croods*. Then, the study is limited to

the description of translation, translation, translation process, translator, audiovisual translation, subtitle, and subtitling strategies.

The subtitling analysis used in this study is from Gottlieb (1992: 166) since this theory is very suitable for analyzing subtitle text.

1.4 Objectives of the Study

The objectives of the study are focused on finding the subtitling strategies in every scene of the movie that have been translated in *The Croods* through English subtitle into Indonesia subtitle. Then, to classify subtitling strategies which used the most in *The Croods*.

1.5 Significance of the Study

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

1. The researcher

The researcher wants to develop the researcher's skill and knowledge primarily about subtitling strategies.

2. The readers

The researcher wants to develop the reader's skill.

3. Dian Nuswantoro University

The researcher hopes that this research can be a reference for the students of Dian Nuswantoro University particularly for English Department specialized in Translation Section so that they get knowledge and comprehension about subtitling strategies.

1.6 Thesis Organization

This research can be divided into five chapters, and every chapter explains about different topics.

First chapter explains about introduction. In this chapter, the Researcher gives six elements, as follows; background of the study, statement of the problems, scope of the study, objective of the study, significance of the study and thesis organization.

Second chapter explains about review of related literature. This chapter includes theories of language, translation and subtitling strategies based on Gottlieb theories.

Third chapter explains about research method. This chapter includes research design, unit of analysis, source of data, technique of data collection and technique of data analysis.

Fourth chapter contains findings and discussion of subtitling strategies used in *The Croods* movie.

Fifth chapter contains conclusions and suggestions of the study.