CHAPTER 1

INTRODUCTION

This chapter presents the background of the study from the object of the research which is aimed at answering the research question.

1.1 Background of the Study

Language is one of the most important things in life because language is instrument to communicate among people. With language, people can communicate with each other easily. There are many languages used in the world. Every country usually has its own language. To make people easier to communicate with people from other countries, English is chosen as universal language. However, not everyone can speak English. That is why a translator is needed to translate one language to another language.

English has become the international language and almost all of the countries in this world use English as their language although it is not as the primary language, including in Indonesia. It is a kind of language consist of two, first is oral or spoken language which is a primary language whereas written language is secondary language. The oral language is more expressive than the written one because in oral language human build their expressive and relax language by using their body language.

Western society has already expanded their invasion of knowledge, information, and entertainment in multimedia. Those are coming in form of TV programs, videos, songs, and movies that have an original language and culture. Movie which is as one of the entertainments and also becomes the communication tools because movies are transfering ideas and might be one of the information sources which has extended influence. In this modern era, film industry has recently become an extremely popular media to gather the audience. The film industry not only produces movies which has a good quality, but also faced a translation problem since only small percentage of the world's population understands English. When faced a translation problem, translator is

important thing to splve translation problem. 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 in texts, the translator have some rules. They not only just transfer the idea from the source language to the target language but they also should establish an equivalent translation from English to Indonesian since they have different system and structure, consequently, a growing need to find appropriate screen translation approaches (Audiovisual Translation).

Audiovisual Translation (AVT) is majoring into subtitle and dubbing. Each of them interferes with the original text to a different extent. Dubbing is known as a method translating film by modifying the source text largely and making it familiar to the target audience. It is the methods which the foreign dialogue is adjusted to the mouth and movements of the actor in the film and its aim is seen as making the audience feel as if they are listening to actors actually speaking the target language. On the other hand, subtitling is supplying translation of the spoken source language dialogue into the target language in the form of synchronized captions, usually at the bottom of the screen (Szarkowska, 2005).

One of the ways to translate the foreign film and television program is subtitling. Subtitling is textual versions of the dialogue which is not 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 methods of translating films, subtitling involves the least interference with the original. In the other words, it is the most neutral, minimally mediated method. Therefore, 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.

Translation is the comprehension of the meaning of a text and the subsequent production of an equivalent text, likewise called a "translation," because that communicates the same message in another language. The text that is called the source text and the language that is translated into is called target language. The product is sometimes called the target text. Beside that, translation is the communication of the meaning of a source-language text by means of an equivalent target-language text. A translated version of a text is an individual or a computer program that renders a text into another language is called a translator. The discipline concerned with issues related to the production of translations is called translation studies.

Translating subtitle texts, utterances or conversation in a film appeared on screen is not an easy task for the translators. Hatim and Mason (in Venuti 2000) in *Politeness in Screen Translating* state that there are four kinds of difficulties working on subtitling. The first one is the shift in mode from speech to writing. The second is the factor which governs the medium or channel in which meaning is to be conveyed. The third one is the reduction of the source text as a consequence of (2) above and last but not least is the requirement of matching the visual image. Besides that, there are some constraints of subtitle that must be obeyed. Gottlieb (1992:164) discusses in different terminology, what he calls the formal (quantitative) and textual (qualitative) constraint of subtitling. Textual constraints are those imposed on the subtitles by the visual context of the film, whereas formal constraints are the space factor (a maximum of two lines are allowed, with approximately 35 characters per line) and the time factor. The time factor in particular, plays a pivotal role in the decisions translators have to make, although traditionally five to six seconds have been considered to be sufficient for reading a two-line sentence.

1.2 Statement of the Problem

Based on background of the study, the problem can be stated as follows:

1. What kinds of subtitling strategies are used (to translate) in *New Girl Season 1?*

2. Which strategy dominates in the short story serial movie *New Girl Season 1 (Pilot) ?*

1.3 Scope of the Study

In this research, the researcher examined the subtitling strategies used to translate *New Girl Season 1 movie (Pilot)*. This researcher examines the theory of subtitling strategies and used to find out how the strategy is used to translate the text and find the equivalent words. The data of this research are taken from a movie. Every sentence in the source language and target language becomes the data of this research.

1.4 Objective of the Study

Based on the statement of the problem, the objective of this research are:

1. To find out the translation strategies applied by the translator in translating *New Girl Season 1 (Pilot) movie*.

2. To identify the strategy which dominates in *New Girl Season 1 (Pilot) movie*.

1.5 Significance of the Study

The researcher expects the result of this research beneficial for :

1. The Students

   The research can be useful for additional information to learning English translation for the students especially English students.

2. The Readers

   The research can be useful to make easy for the readers to understand a short story translated from the source language into target language.

3. The Translators

    This research can be useful for a reference in translating works.

4. Another Researcher

    The research may be useful for additional reference translation related research.