

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

People can communicate with each other. They are able to express knowledge, beliefs, opinions, wishes, threats, commands, thanks, promises, and feelings. Laughters are expression of amusement or happiness. People smile to express amusement, pleasure, approval, or bitter feelings. On the other hand, they shriek to express anger or fear, and raise their eyebrows to express surprises or disapprovals the system of communication before anything else is called language.

Language can be interpreted as a means to convey something that occurs in the heart. However, language is a tool to interact or tool to communicate. On the other hand, language is behaviour which utilizes body parts: the vocal apparatus and the auditory system for oral language; the brachial apparatus and the visual system for sign language. Such body parts are controlled by none other than the brain for their functions (Fred C.C. Peng, *Language in the Brain: Critical Assessments*. Continuum, 2005). Language is very important in communicating with others. In the world, there are a variety of languages, so to make people easy to communicate with each other, they need a translation.

Translation is a change of form from one language to another language. Language is referring to the actual words, phrases, clauses, sentences, paragraphs, etc, which are spoken or written. These forms are referred to as the surface of a language. In translation, the form of the source language is replaced by the form of the target language.

Audiovisual translation is a translation of verbal component of the video. Its main specific feature is the synchronization of verbal and nonverbal components audiovisual product translators do not work only with text but also they work with dialogues/ comments, sound effects, image and atmosphere of the video. G. Gotlieb distinguishes four main channels of information which are taken into consideration while translating: 1) verbal audio channel: dialogues, off-screen voices, songs; 2) nonverbal audio channel: music, sound effects, offscreen sounds; 3) verbal and visual channel: subtitles, signs, notes, inscriptions that appear on the screen; 4) nonverbal visual channel: picture on the screen (Gotlieb, 1998).

Movie is a type of visual communication which uses moving pictures and sound to tell stories or inform people in every part of the world as a type of entertainment, a way to have fun. For some people, fun movies can mean movies that make them laugh, while for others it can mean movies that make them cry, or feel afraid. Movies also become the communication tools because movies are transferring ideas and might be one of the information sources which have extended influence.

In this era, the film industry not only produces movies which have a good quality, but also face a translation problem. When facing a translation problem, a translator has an important role to solve translation problems. A 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.

One of the ways to translate the foreign film and television program is subtitling. Subtitling is a type of audiovisual translation that has its own specifications, rules, and criteria. 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.

Subtitling is a way to translate the foreign film without tampering the original soundtrack and dialogues, as is the case in dubbing. 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.

There are two types of subtitles, interlingual subtitles, which imply transfer from a SL to a TL, and intralingual subtitles, for which there is no change of language (Díaz Cintas, 2003). In interlingual subtitles, a translator can apply some strategies in translating the source language (SL) subtitle into the target language (TL). According to Gottlieb (1992: 166) the subtitle strategies that can be applied are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The translator uses one of the strategies based on the needs.

There are many films which include subtitles from other countries that can be watched by people in Indonesia. One of them is the film entitled *Big Hero 6*. *Big Hero 6* is a 2014 American 3D computer animated superhero comedy film produced by Walt Disney Animation Studios and released by Walt Disney Pictures. The first superhero film in Disney's animated features canon and the 54th overall. The film is inspired by the Marvel comic superhero team of the same name directed by Don Hall and Chris Williams.

In this analysis, the researcher is challenged to analyze this movie because the movie is one of popular movies. It is popular movie because it is watched by billion people around the world. This film met with both critical and commercial success, grossing over \$652 million worldwide and becoming the highest grossing animated film of 2014. It won the Academy Award for Best Animated Feature and the Kids' Choice Award for Favorite Animated Movie. It also received nominations for the Annie Award for Best Animated Feature, the Golden Globe Award for Best Animated Film.

1.2 Statement of the Problem

The problems of the study can be stated as follows:

1. What kinds of subtitling strategies are found in *Big Hero 6* movie?
2. Which strategies are mostly employed in *Big Hero 6* movie?

1.3 Scope of the Study

This study only focuses on the types of subtitling strategies found in the subtitles of *Big Hero 6* movie.

The researcher of this study sets some scopes as follows. First, this study focuses on subtitling strategies used in *Big Hero 6* movie and the whole script of *Big Hero 6* movie. Second, the study is limited to the description of translation, translation process, translator, audiovisual translation, subtitle, and subtitling strategies.

This study limits the subtitling analysis based on the theory proposed by Gottlieb (1992: 166) because this theory is very suitable for analyzing subtitle text, since the subtitle is a line of text appeared on screen.

1.4 Objective of the Study

The objective of the study can be summed up as follows:

1. To find out the subtitling strategies in every scene of the movie that has been translated in *Big Hero 6* movie through English subtitle into Indonesia subtitle.
2. To classify subtitling strategies which are mostly employed in *Big Hero 6* movie.

1.5 Significance of the Study

The results of the study can contribute to :

1. The researcher, to get more knowledge about the subtitling strategies.
2. Other researchers who are interested in this subject.
3. Anybody who reads this study and is interested in studying translation especially about the subtitling strategies.
4. Dian Nuswantoro University especially the English Department students (the result of this study can motivate the students and give a good interest to everyone who wants to conduct research in this topic).

1.6 Thesis Organization

This thesis is arranged in five chapters:

First chapter is Introduction. It consists of Background of the Study, Statement of the Problem, Scope of the Study, Objective of the Study, Significance of the Study, and Thesis Organization.

Second chapter is review of related literature. It describes translation, translation process, audiovisual translation, subtitle, and subtitling strategies.

Third chapter is research method. It contains research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

Fourth chapter covers the Data Analysis. It presents research finding and discussion. The last chapter is the conclusion. It is the conclusion of the study.

The last chapter is conclusion and suggestion. It presents the conclusion of the study according to data analysis and the suggestion given by the researcher.