

# CHAPTER I

## INTRODUCTION

This chapter introduces the foundation and general overview of the research undertaken. This consists of the background of the research, reason for choosing the topic, Research Questions, Limitation of the study, Aim of the study, Significance of the study, Research method, Data collection, Data research, and Organization of the paper.

### 1.1 Background

Translation may take many forms. In regard of translation, Frederic Houbert (1998) suggests that in most cases, translation is to be understood as the process whereby a message expressed in a specific source language is linguistically transformed in order to be understood by readers of the target language.

One of the translation forms is translation of films for a foreign language audience. Regarding translation of films for a foreign language audience, according to Taylor (2001) there are two kinds of translations: dubbing (which involves the substitution of the original soundtrack by a version in the target language) or subtitling (the superimposition on the screen of a written version of the soundtrack). They are regarded as forms of Audio Visual Translation (AVT). However, subtitling will be the focus of attention in this paper.

Subtitling is the same as translating that is rendering the meaning of a text or spoken language into another language. Translation has been instrumental in transmitting culture, sometimes under equal conditions responsible for distorted and biased translations, ever since countries and languages have been in contact with each other (Newmark, 1988)

Subtitling involves transferring the characteristics of spoken dialogue to the written mode. “ this form of translation can be considered as a linguistic practice that consists in providing, usually at the bottom of the screen, a written text that intends to account for what has been said (shown in written form) in the visual products such as TV program, video or movies” (Taylor, 2000:4)

A good subtitle is when the translator can bring the viewer to the same experience as well as the original viewer (Nornes, 1999:4). It reveals that it is hard to classify subtitles, because very choices, for example the diction, which the translator takes, should be for the sake of viewing experience of foreign viewers. A fully transcription of the film can be subtitled appropriately as well as the time space if the translator knows the strategies and can be creative in choosing correct diction.

So in the process of subtitling itself the subtitler frequently encounter so many problems. In dealing with those problems, subtitler needs to find particular subtitling strategies as solution. Lorsch in Jaskanen (1999:7) defines a subtitling strategy as a potentially conscious procedure for the solution of a problem which

an individual is faced with when translating a text segment from one language into another.

Gottlieb also mentioned some strategies which are commonly used by translators:

1. Expansion
2. Paraphrase
3. Transfer
4. Imitation
5. Transcription
6. Dislocation
7. Condensation
8. Decimation
9. Deletion
10. Resignation.

In the process of subtitling, several translation strategies may be used by translators. the writer will like to analyze the translation strategies used in subtitle of film entitled” Kung Fu Panda”.

## **1.2 Reasons for choosing the topic**

The writer chooses this topic because the writer is interested in translation subject. Moreover, “Kung fu Panda” is a great action film which contains heroic values. It can be enjoyed by teenager and adults and it teaches us that our dreams

can be true if we believe.(e.g.: Po’s Dad said that to make something special, we just believe it’s special There is no secret ingredient and to be dragon warrior There is no secret ingredient. It’s just you.).

And because audiovisual translation has recently become a topic of intention within the discipline of translation studies (Taylor, 2002).This research would like to identify techniques in audiovisual translation through film subtitle. The writer expects this research will enrich the knowledge of those who want to be subtitler because we can know the subtitling strategies that are used by the subtitler in subtitling action film.

### **1.3 Research Questions**

The study examines the following questions:

1. What kind of strategies used by the translator in subtitling “Kung Fu Panda”?
2. What problems that may exist in subtitling process?

### **1.4 Limitation of Study**

The research will investigate the strategies used by the translator in subtitling “Kung Fu Panda” and also to find problems that occur in subtitling film. This study is limited to the discussions of the two questions stated in the research questions.

### **1.5 Aim of the study**

In this study, related to the questions above, the writer attempts:

1. To find out the strategies used by the translator in film subtitling of “Kung Fu Panda”.
2. To find out the problems that occur in the film subtitle.

### **1.6 Significance of the study**

The result of the study is expected:

1. To give valuable information to the students and subtitlers on how to analyze strategies those are used in subtitling a film.
2. To give a valuable input for the film industries, film makers and subtitlers to improve the quality of their films’ subtitles.
3. The researcher also hopes this study will give some contributions to development of translation study in English Department especially in Indonesia University of Education.

### **1.7 Research Method**

. In this research, the writer will use a descriptive method and qualitative study. Fraenkel and Wallen (1993) state that a descriptive method is used to explain, analyze, and classify something through various techniques, survey, interview, questioners, observation and test.

In the qualitative study, the data is analyzed without the use of numerical data; it is analyzed by describing events or persons as Cassel and Symon (1994) states that qualitative methods do not involve numbers, or rather the qualification of phenomena. Qualitative methods are often associated with the collection and analysis of written or spoken text or the direct observation of behavior.

### **1.8 Data Collection**

In collecting the data, the researcher has some steps below. They are:

1. Observing the original VCD of “Kung Fu Panda”.
2. Making the movie script from the film dialogues, both the English and Indonesian version.
3. Reading and comparing the script of original DVD of “ Kung Fu Panda” and the script of Indonesia-English subtitle in the film.
4. Analyzing and describing the usage of subtitling strategies in the film.
5. Doing library research in order to get relevant theories.

### **1.9 Data Sources**

The main data of the research is taken from the original DVD of action film “Kung Fu Panda”. Movie script is taken from the film’s dialogues and the subtitle script is also taken from the original film. The researcher transfer both dialogues and subtitle into written text.

### **1.10 Organization of the paper**

The writer organizes the paper into five chapters as follows:

#### **Chapter I**

This Chapter contains Introductions, which Discusses background, Reasons for Choosing the Topic, Research Questions, Limitation of the Study, Aim of the Study, Significance of the Study, Research Method, Data Collection, Data Research and Organization of the Paper.

#### **Chapter II**

This chapter contains Theoretical foundation, which provides Translation theory, Definition of Translation, Types of Translation, Translation Process, Translation Methods, Definitions of Subtitling, Subtitling Process and Subtitling Strategies.

#### **Chapter III**

This chapter contains Research Methodology. It is divided into Research Design, Research Subject, Research Problem, Techniques of Collecting Data, and Data Analysis.

#### **Chapter IV**

This chapter reports the Findings and Discussions.

#### **Chapter V**

At the end of the organization of the paper, the writer would put forward her opinion in the form of conclusion and suggestion for further research.