CHAPTER I

INTRODUCTION

This chapter deals with the foundation and general overview of the research undertaken. It consists of the background of the study, the research questions, the aims of the study, the significance of the study, the research method, the data source, the data collecting and analyzing techniques, the clarification of key terms and the organization of the paper.

1.1 Background

Human language is human's potential as a mean of intentional communication (Yule, 1996: 20). People use language to communicate with each other. Thus, the use of language plays a very important role in people's communication. There are various languages in this world and those languages are used by people in different nations and ethnics. Different languages used by people in different places and communities are defined as language varieties (Hudson, as cited in Wardhaugh, 1992: 21). People not only need to communicate with other people in one nation or ethnic who use the same language, but they also need to communicate with other people in other nations or ethnics who use different languages. Understanding people's languages in the language varieties is the way to make a good communication. Therefore, a good understanding is required by people whose languages are different, in order to make a successful communication.

There are many ways that can be used to understand different languages and one of them is translation. Translation is the process of rendering the meaning of a text of one language into a text of another language, in which the message that the author of the source language (SL) intends can be understood by the readers in the target language (TL) (Newmark, 1988: 5). Therefore, the translation process can be used by people whose languages are different, in order to make a successful communication.

The degree of equality should be taken into a consideration in the translation. The degree of equality is the equality in replacing materials from the source language (SL) to the target language (TL) (Munday and Basil, 2004: 4-5). It is also turning linguistic items from the source language (SL) to the target language that should be equal (Cartford, 1965). Hence, considering the degree of equality in the translation is important to make a good translation.

In the process of translation, the translator should also be familiar with the translation strategy. Translation strategy is developing a method when translating a foreign text (Venutti, as cited in Baker, 1998: 240-244). Translation strategy is also a potentially conscious procedure for solving a problem faced in translating a text (Loescher, 1991: 8). It is assumed that the translation methods and the translation procedures are the strategies that can be used by the translator to translate a text in the process of translation. Thus, choosing appropriate translation strategy in the translation process is also an important thing for the translator to make a good translation.

Translation methods are the strategy used by the translator in translating a text. There are eight translation methods. The methods are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation. The first four methods are focused on the source language (SL) and the last four methods are focused on the target language (TL).

Translation procedures are the other translation strategy beside translation methods used in the translation process. Translation methods relate to the whole text, while translation procedures are used for sentences and smaller units of language within a text (Newmark, 1988: 81). There are several translation procedures in the process of translation. The translation procedures are Transference, Naturalization, Cultural equivalent, Functional equivalent, Descriptive equivalent, Synonymy, Through-translation, Shifts or Transpositions, Modulation, Recognized translation, Translation Label, Compensation, Componential Analysis, Reduction and Expansion, Paraphrase, Notes and Couplets.

Translating the scales of formality is also important to make a good understanding in a language variety. The scales of formality are more familiarly called *style* (Alwasilah: 1993, 45). *Style* is different language forms used in different contexts, whether in more formal or less formal contexts (Holmes, 2001: 223). People use different scales of formality based on the contexts. Therefore, translating the scales of formality can also be used by people whose languages are different to make successful communication. It is also assumed that to understand

the scales of formality used by people who use different languages, choosing appropriate translation strategy is required.

The scales of formality are, thus, divided into levels. The levels are Frozen, Formal, Consultative, Casual and Intimate (Joos, 1967). Frozen is the highest and very formal level of formality, and intimate is the lowest and very informal one.

This study is aimed to analyze the translation of the scales of formality used by the Black Americans in a drama movie. A drama movie or motion picture drama is basically similar with a play. Play is a piece of writing to be performed on the stage. Play is literature of stage of film presentation designed to entertain the audience, equipped with appropriate costumes, make up, properties and scenario. It is assumed that the play and the drama movie have the same purpose; it is to entertain the audience. The difference between the play and the drama movie is that the play is performed on the stage, while the drama movie is performed on TV or on theater in the form of moving pictures.

In analyzing the translation of the scales of formality in a movie, since the source language (SL) of a movie is in the form of dialogue and the target language (TL) is in the form of subtitle, the dialogue and the subtitle are transferred into written or text forms as a movie script. The next step is analyzing the scales of formality of the movie's dialogue. Translating the scales of formality should be equal in the source language (SL) and in the target language (TL), since Cartford (1965) and Munday and Basil (2004: 4-5) state that replacing materials or turning linguistic items from the source language (SL) into the target language (TL) in the

translation should be equal. After analyzing the degrees of equality of the formality scales in the source language (SL) and in the target language (TL), the next step is analyzing the translation strategies used to translate them. Considering Newmark's (1988: 81) explanation that translation procedures are used for sentences and smaller units of language, hence, because the units of analysis of the scales of formality are sentences and smaller units, the analysis is focused on the translation procedures.

The movie chosen by the writer is "The Pursuit of Happyness" movie. "The Pursuit of Happyness" is a drama movie produced by Columbia Pictures and distributed by Sony Pictures. It was released at the first time in December 15, 2006. The movie was written by Steve Conrad and it was directed by Gabriele Muccino. The movie's English dialogue was translated into Indonesian subtitle by Ahmad Syauqie. The story was set in San Fransisco, USA. It was about Chris Gardner. Chris Gardner was a Black American and he was a bright and talented, but marginally employed salesman. He struggled to make ends meet. Gardner found himself and his five-year-old son evicted from their San Francisco apartment with nowhere to go. When Gardner landed an internship at a prestigious stock brokerage firm, he and his son endured many hardships including living in shelters in pursuit of his dream of a better life for the two of them. The writer found it interesting to analyze "The Pursuit of Happyness" drama movie because it contains various scales of formality used by the Black Americans.

The reason of choosing the topic is because the writer is interested in translation subject. Moreover, "The Pursuit of Happyness" is an interesting movie

and it contains various scales of formality used by the Black Americans in their interaction. Therefore, the writer is interested in identifying the degrees of equality of the formality scales in the source language (SL) and in the target language (TL). In addition, the writer is also willing to find out the translation procedures used to translate the scales of formality in the movie's interaction.

1.2   Research Questions

The writer has several research questions that will be the guidance in conducting the research. The questions are:

1.   What scales of formality are used by the Black Americans in their interaction?

2.   How are the degrees of equality of the formality scales in the source language (SL) to be translated in the target language (TL)?

3.   What translation procedures are used to translate the scales of formality?

1.3   Aim of the Study

Based on the questions stated in the research questions, this study is aimed:

1.   To find out the scales of formality used by the Black Americans in their interaction.

2.   To identify the degrees of equality of the formality scales in the source language (SL) to be translated in the target language (TL).

3.   To find out the translation procedures used to translate the scales of formality.

1.4   Significance of the Study

The result of the study is expected to give information to the students who are interested in the translation study on how to analyze the translation of the scales of formality. The study consists of the steps in conducting the research about finding out the scales of formality, identifying the degrees of equality of the formality scales in the source language (SL) to be translated in the target language (TL), and finding out the translation procedures used to translate the scales of formality, starting from stating the introduction, collecting the relevant theories, determining the appropriate methodology, applying the theory and the methodology into the analysis in the findings and the discussion, and finally interpreting the analysis to draw the tentative conclusion. Therefore, the writer hopes that the result of the research will be valuable for the students in conducting further study in this field of analysis.

The result is also expected to give some contributions to the development of the translation study in the English Education Department. The English Education Department has several qualified translation research papers conducted by its students. Therefore, the writer hopes that the result of the research will become one of the papers that could play role and give some contributions to the development of translation study in the Indonesia University of Education, especially at the English Education Department.

1.5   Research Method

According to Bogdan and Taylor "a qualitative method is a research procedure that produces descriptive data in written or spoken text" (cited in Moleong, 1989). Creswell (2007: 243) defines that the qualitative method is used to analyze data and it requires deep understanding and comparison with related literature and/or past research. In addition, Fraenkel and Wallen (1990) explain a qualitative method as a research procedure that produces analytic and interpretative data rather than numbers in the text. Therefore, the research method applied in this study is a descriptive qualitative method.

By using this method, the writer is expected to be able to find out, to identify, to analyze and to explain the topic of the study. Library research is also used in conducting the research in order to find out some theories through a number of books, journal, articles and other sources that have correlation to the topic. Considering the study would rely more on the result of text analysis and interpretation in the form of data description rather than in the form of formulaic number, the writer believes that the descriptive qualitative method is suitable for the research.

1.6   Data Source

The data source of the research is taken from the original DVD of "The Pursuit of Happyness" drama movie. The source language (SL) of the English version is taken from the movie's dialogue and the target language (TL) of

Indonesian version is taken from the movie's subtitle. The dialogue and the subtitle are transferred into written or text forms as a movie script.

1.7   Data Collecting and Analyzing Technique

There are several steps in collecting and analyzing data in this study. They are:

1.   Observing the original DVD of "The Pursuit of Happyness" drama movie.

2.   Making a movie script from the source language (SL) movie's dialogue and the target language (TL) movie's subtitle.

3.   Doing library research to get relevant theories.

4.   Drawing the items of sample from the movie script to be analyzed.

5.   Analyzing the translation of the scales of formality in the selected items of sample from the movie script by using the relevant theories.

6.   Interpreting the analyzed data to draw a conclusion.

1.8   Clarification of Key Terms

- Scales of formality (or *style)*: different language forms of formality, whether formal or informal and are influenced by the contexts. (Holmes, 2001: 223)

- Degree of equality: turning linguistic items from the source language (SL) into the target language (TL) in the translation which should be equal. (Munday and Basil, 2004: 4-5)

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- Translation: rendering the meaning of a text and conveying the author's message from the source language (SL) into the target language (TL). (Newmark, 1988: 5)

- Translation procedures: one of the strategies in the translation process that relates to or is used for sentences and smaller units of language within a text. (Newmark, 1988: 81)

- Black Americans: American people with black skin color.

- Drama movie (or motion picture drama): basically similar with a play. Play is a piece of writing aimed to entertain the audiences and to be performed on the stage, while drama movie is performed on TV or on theater in the form of moving pictures for the same purpose.

1.9   Organization of the Paper

The researcher organizes the paper into five chapters as follow:

Chapter I

This chapter deals with the foundations and general overviews of the research undertaken. It consists of the background of the study, the research questions, the aims of the study, the significance of the study, the research method, the data source, the data collecting and analyzing techniques, the clarification of key terms and the organization of the paper.

Chapter II

This chapter contains some theoretical foundations that are relevant to the study. Related theories in doing the research are reviewed in this chapter. It contains the translation theory, the theory of scales of formality, the definition of the drama movie and translating scales of formality in a drama movie.

Chapter III

This chapter deals with the research methodology used to answer the research questions. It contains the research method, the research subject, the techniques of collecting and analyzing data, the data population and sample and the data analysis and interpretation.

Chapter IV

This chapter deals with the report of the data analysis in the form of findings and discussion.

Chapter V

This chapter is the end of the organization of the paper. It contains the writer's opinion in the form of conclusions and suggestions for further research.