

## 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, Aim of the Study, Limitation of the Study, Significance of Study, Research Methods, Data Collection, Data Analysis and Organization of the Paper.

#### I.1 Background

Domestication and foreignization are two basic translation strategies which provide both linguistic and cultural guidance. They are termed by American translation theorist Lawrence Venuti (1995). According to Venuti, domestication refers to –an ethnocentric reduction of the foreign text to target-language cultural values, bring the author back home, while foreignization is –an ethnodeviant pressure on those (cultural) values to register the linguistic and cultural difference of the foreign text, sending the reader abroad (Venuti 1995). Generally speaking, domestication designates the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers, while foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original (Shuttleworth & Cowie 1997).

Taking into consideration the fact that films can also represent foreign culture of a particular community, Venuti's theories on foreignization and domestication can be applied to all forms of film translation. Films, like other written texts, may contain various kinds of names (character's names, names of national dishes, festivals, cultures, etc.), idioms, slang expressions, and so on, all of these can function as culture-specific items that are not always a part of target language system, and can be neither domesticated nor foreignized by the translator.

There are two types of film translation. There are known as 'dubbing' and 'subtitling'. Shuttleworth & Cowie (1997) defines subtitling as the process of providing synchronized captions for film and television dialogue. In other words, television subtitling is prototypically interlingual and open, which means that source language linguistic material (speech, other material linguistic) is transformed into target language subtitles and that subtitles broadcast simultaneously with the program.

(Jaskanen ([http://ethesis\\_helsinki.fi/julkalsut/hum/engla/pg/jaskanen/ch3.html](http://ethesis_helsinki.fi/julkalsut/hum/engla/pg/jaskanen/ch3.html)))

## **I.2 Reasons for Choosing the Topic**

The researcher chooses this topic because she is interested in translation subject. Furthermore, "*Ratatouille*" is a great cartoon movie which contains a lot of culture-specific terms from both English and France and that makes the researcher interested in investigating more about how those culture-specific terms translated into Indonesian.

**Nurul Aini, 2011**

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The researcher prefers subtitling, instead of dubbing, because retaining the authenticity of the original production is more important than the economic advantages. Besides, it is more appropriate form of language transfer when translating a film. According to Taylor (2000) a film is representing a portrayal life in a particular country, so the language of that country is an essential part of that culture experience and it should be preserved; such in case, subtitling might be the most appropriate form of language transfer.

### 1.3 Research Questions

The researcher will respond to the following questions:

1. What are culture-specific terms found in the Indonesian subtitle of cartoon movie *Ratatouille*?
2. What specific translation strategies are used in the process of domestication and foreignization in Indonesian subtitle of the cartoon movie *Ratatouille*?
3. How is the quality of the Indonesian subtitle of cartoon movie *Ratatouille*?

#### **I.4 Aim of the Study**

In this research, the researcher will make every endeavor:

1. To identify what are the English culture-specific terms in the Indonesian subtitles of the cartoon movie *Ratatouille*.
2. To find whether the English culture-specific terms are domesticated or foreignized in the Indonesian subtitle of cartoon movie *Ratatouille*.
3. To find which specific translation strategies are used along with the process of domestication and foreignization in the Indonesian subtitle of cartoon movie *Ratatouille*.
4. To know how is the quality of Indonesian subtitle of cartoon movie *Ratatouille*.

#### **I.5 Scope of the Study**

There are a lot of aspects that can be investigated in term of translation, but the researcher only focuses to the translation strategies which used in Indonesian subtitle of cartoon movie *Ratatouille*. This includes whether the culture-specific terms in the Indonesian subtitle of cartoon movie *Ratatouille* is domesticated or foreignized, which specific translation strategy used in the subtitle and the quality of Indonesian subtitle of cartoon movie *Ratatouille*.

## **I.6 Research Methods**

In conducting the research, the researcher employs a descriptive method to obtain the goals of the study. By using this method the researcher attempts to define, classify, analyze, and describe the collected data.

As Gay L.R in *Anggraeni* (2004) says:

*A descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer question concerning the current status of the subject of the study.*

According to Maxwell (1996) this kind of approach focuses on specific situations or people and emphasizes on words rather than numbers. The researcher believes that descriptive methods is appropriate for this study because the goal of this research is systematically, factually, and accurately describes or illustrates the fact, characteristic and relationship of the researched elements.

## **I.7 Significance of the Study**

The researcher hopes that this research paper could gives more explanation about translating, especially translation strategies proposed by Lawrence Venuti. (1995). In addition, hopefully this research paper could give a clear explanation about domestication and foreignization, how the translation strategies can be used in translating a movie subtitle and also how the translation strategies are constructed in the subtitle.

## **I.8 Data Collection**

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

1. Find the original English script and the Indonesian subtitle of the movie.
2. Find the English culture-specific terms from the script and the subtitles.
3. Divide the English culture-specific items into four groups based on Newmark's culture-specific terms classification which are ecology, material culture, social culture and gestures and habits.

## **I.9 Data Analysis**

The researcher will use several steps in analyzing the data. First, transcribing the English script and the Indonesian subtitle of the movie; second, collecting and classifying the culture-specific terms in terms of Newmark's (1988) culture-specific terms classification; third, determining the translation strategies of culture specific terms by employing the continuum of foreignization-domestication translation strategies suggested by Pedersen (2005); fourth, judging the quality of culture-specific terms translation by using Barnwell's (1996) criteria judgment, and finally drawing the conclusion.

## 1.10 Classification of Key Terms

In order to avoid misunderstanding, the researcher classifies the following terms:

- a. Translation is rendering of a text into another language in the way that the author intended in the text (Newmark, 1988: 5).
- b. Translation methods are methods of translation related with the whole text (Newmark, 1988: 81).
- c. Translation procedures are procedures used to translate sentences and the smaller unit of language (Newmark, 1988: 81).
- d. Translation strategies involved the different strategies in rendering a source language (SL) into a target language (TL), as not all of the strategies actually involve translation (Pedersen, 2005:3)
- e. Foreignization means a target text is produced which deliberately breaks target conventions by retaining something of the foreignness of the original (Yang, 2010: 1).
- f. Domestication designates the type of translation in which a transparent, fluent style is adopted to minimize the strangeness of the foreign text for target language readers (Venuti, 1995: 85)



## **I.11 Organization of the paper**

### **Chapter I: Introduction**

This chapter contains the background to the study, reason for choosing the topic, research questions, and aim of the study, limitation of the study, research methodology, data collection and organization of the paper.

### **Chapter II: Theoretical Foundation**

This chapter consists of theoretical foundation that provides a basis for conducting the research problem.

### **Chapter III: Research Methodology**

This chapter contains methodological of the research that discusses the step and procedures of the research

### **Chapter IV: Findings and Discussion**

This chapter contains the result of the study. It reports the research findings and discussion.

### **Chapter V: Conclusions and Suggestions**

This chapter consists of the research conclusions and the suggestions for further research.