

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It discusses the background, statements of the problems, aims of the study, scope of the study, significance of the study, and organization of the paper.

A. Background of the Study

In the modern society nowadays, film has become a part of people's living and exerted a strong influence on the formation of people's language, living patterns and even values (Chang, 2012:71). Film also has beneficial effects on learners' language performance in listening and speaking, because the dialogues work together with visual images, sound tracks and music (Chung, 1999; Lin, 2002; Weyers, 1999 in Chen, 2012:89 and Chang, 2012:71). Most of the films are produced in Hollywood. They have many good films quality from many genres and are imported by our country.

Since English is not the daily language for Indonesian, either in spoken or written form, many of them cannot understand the western film's dialog. Especially for people who are learning language from the film. Thus, film subtitle is needed to facilitate the communication between the viewers and the film. According to the research result that was conducted by Bianchi and Ciabattini (2008), subtitle can increase the comprehension of language in terms of vocabulary recognition and memorization in EFL learning. In addition, according to Sponholz (2003) in Ghaemi and Benyamin (2010:41), watching subtitled programs can foster foreign language acquisition and improve reading skills.

Unlike literary translation, subtitle translation is a process of transferring a verbal language into a written text, and highly dependent on subtitling

equipment to present or transfer information to the viewers (Zhang and Liu, 2009:113). The translation of utterance should be synchronized with the settings of the scenes, the identity of the characters, their movements, gestures, facial expressions, pauses and lip movements (Chang, 2012:71).

In order to make the subtitles meet the quality requirements, the translator needs the translation procedures. Newmark (1988:81) states: “translation procedures are used for sentences and smaller units of language.”

However, the translation procedures that are used should be simple and understandable, because simultaneously the viewers should read the subtitle and watch the film at the same time. The effective subtitle will give the viewers a good response toward the film, even more to those who learn language from the film. On the other hand, the ineffective subtitle will make the viewers not understand the meaning of the utterance and give the learner a bad result of the study. Therefore, the subtitle itself should be appropriate with the context of dialogue and the culture of the source language towards the target language in the dialogue. This is supported by Espindola and Vasconcellos (2006:45) who states that subtitling is seen as a point of contact and as a culture procedure, where different social practices meet in the shaping of oral and written exchange.

The study of translation in film subtitling has already been conducted by some previous researchers. Arie Firmansyah analyzed “*Analysis of Subtitling Strategies on the Movie Harry Potter and the Chamber of Secrets*” in 2008. The result showed that Gottlieb’s strategies are most applied in translating movie subtitle.

Meanwhile, another research paper entitled “*An Analysis of Translation Procedures in the Subtitle of Perfume*” by Tresna Dinda in 2010 shows a different result. The researcher used some types of translation procedures that are declared by Newmark (1988), Vinay and Darbelnet (2000), Harvey (2003), Catford (1965), Larson (1998), Dryden in Munday (2001), and

Gottlieb in Taylor (2000) and judged that the translation of the movie subtitle is qualified only according to the theories that she analyzed by herself, without asking those who are experienced in translation fields.

The film subtitle that would be investigated in this study is “Into the Wild” which is a 2007 American drama which is adapted of the 1996 non-fiction book. It is based on the true story of Christophers McCandles who travels across North America and spends his life in Alaskan wilderness in the early 1990s. This film has won many awards and overall quality is good, hence the researcher challenges to observe the quality of subtitle translation in this film, because it will give either a good or bad impact to the viewers.

Therefore, based on the preceding elaboration of arguments, this research is specifically designed to analyze the procedure of translating the subtitle of the film. In addition, to provide the additional support towards the research result, the researcher would also seek the help from three persons who are experienced in translation in analyzing the quality of subtitle translation to compare it with the researcher judgment based on the good translation theories from some experts.

B. Statements of the Problems

This research is carried out to analyze the following research questions.

1. What translation procedures are used in the English-Indonesian subtitle of “Into the Wild” movie?
2. How is the quality of English-Indonesian subtitle translation in the “Into the Wild” movie?

C. Aims of the Study

Specifically, this research is focused on two objectives.

1. The study is aimed at investigating the translation procedures that are used in translating the English-Indonesian subtitle of “Into the Wild”.

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2. The study is intended to analyze the quality of English-Indonesian subtitle translation in the movie “Into the Wild”, whether the translation is qualified or not.

D. Scope of the Study

This research will focus only on finding out the types of translation procedures based on the theories from Newmark (1988), Vinay and Darbelnet (2000) in Munday (2001), Dryden in Munday (2001), Catford (1965) in Munday (2001), Delisle, Lee-Jahnke & Cormier (1999), and Harvey (2003); and identifying the translation quality of English-Indonesian subtitle of *Into the Wild* movie based on the theories of some criteria of good translation that are declared by some experts, such as Larson (1998), Nida, Lewis, and Leonard Foster (1958) in Venutti (2000), Newmark (1988), Tytler (1979) in Munday (2001), Benjamin (1969/2000) in Munday (2001), and Massoud (1988) and El Shafey (1985) in Abdellah (2005).

E. Significance of the Study

The findings of this study are significant for three aspects.

1. From theoretical perspective, this research is expected to make a contribution to the area of translation procedures in the movie and enrich the previous research findings, because it involves the opinion of three persons who are expert in translation in analyzing the quality of movie translation.
2. From professional significance, it is also expected that the research would provide reference to the professional translators or students in choosing the appropriate translation procedure in translating literary works, especially movie subtitle.

3. Practically, this research is expected to give a practical guidance for both of the translators and students in improving their translation skills.

F. Clarification of Related Terms

To avoid misunderstanding in this chapter, the researcher has clarified some of the terms below.

1. Translation Procedure

- a. Translation - Rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988:5).
- b. Procedure (n) – The official or usual way of doing something (Cambridge, 2004).
- c. Translation procedure – The procedures of translation that are used for sentences and smaller units of language (Newmark, 1988:81).
- d. Translation procedure in this study refers to the procedure used in translating the English-Indonesian subtitle of “Into the Wild” movie based on Newmark (1988), Vinay and Darbelnet (2000) in Munday (2001), Dryden in Munday (2001), Catford (1965) in Munday (2001), Delisle, Lee-Jahnke & Cormier (1999), and Harvey (2003) theories.

2. Translation Quality

- a. Quality (n or adj) - How good or bad something is (Cambridge, 2004).
- b. Quality in Translation - Quality is relative and absolutes of accuracy cease where the end user (i.e. client) imposes his own subjective preferences of style in Target Text (Al-Qinai, 2000:498).

- c. Quality in this study refers to the evaluation of the English-Indonesian subtitle translation of “Into the Wild” movie, whether it fulfills the criteria of good translation that are declared by some experts, such as Larson (1998), Nida, Lewis, and Leonard Foster (1958) in Venutti (2000), Newmark (1988), Tytler (1979) in Munday (2001), Benjamin (1969/2000) in Munday (2001), and Massoud (1988) and El Shafey (1985) in Abdellah (2005) or not.

G. Organization of the Paper

This paper of study is organized into five chapters as follows:

Chapter I: Introduction

This chapter provides background, statements of the problems, aims of the study, scope of the study, significance of the study, and organization of the paper.

Chapter II: Literature Review

This chapter focuses on literature review which provides the basic theory in conducting the research.

Chapter III: Research Methodology

This chapter contains the methodology of study and the description of procedures used in investigating the data of the research, including the research questions, the aims of study, the data collection and data analysis.

Chapter IV: Finding and Discussion

This chapter presents the result of the study including the analysis of the data based on the theoretical framework.

Chapter V: Conclusion and Suggestion

This chapter contains the writer’s interpretation of the research findings in a form of conclusions and suggestions.

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