CHAPTER I
INTRODUCTION

This chapter introduces the basis of the research. It includes background of the research, objectives of the research, research questions, significance of the research, clarification of terms, research method, and organization of the paper.

1.1 Background

Nowadays, there are many inaccurate translations scattered in visual media; one of which is contained in the movie subtitles, whereas a lot of people inadvertently acquire new words from the movie. Kusumarasdyati and Luo (Xhemaili, 2013, p. 62) state that “…films provide exposures to the real language, used in authentic settings and the culture in which the foreign language is spoken.” Furthermore, they find the influence of films to catch the learners’ interest and positively affect their motivation to learn. The problem in Indonesia is people get exposed to wide variety of inaccurate translation in the movie, they can be found in the televisions, DVDs, and cinemas. This inaccuracy in translation contributes to people’s vocabulary and may affect their future education. Thus, the study is aimed to find out the most frequent translation procedure in the subtitle based on the translation procedures proposed by Newmark (1988), Vinay and Darbelnet (Fawcett, 1997), and Catford (1965).

There are several reasons in choosing the topic for study. The first reason is the importance of translation in human communication is irreplaceable. People around the world speak in different languages, thus it creates language barrier. To overcome this problem, translation comes in handy. However, there are error and inaccuracy in translation products that may cause misunderstanding, for this reason the writer wants to seek out the most frequent translation procedure in the
subtitle of Sherlock Holmes “Game of Shadows”. The second reason relates in finding out how to produce good quality of translation and what are the correct procedures in translating subtitle of the movie.

In relation to the previous statement, “translation is rendering the information from the source language into another language in the way that the author intended” (Newmark, 1988). Thus, translation requires the connection between the source language and the target language to produce an equivalent text with the same meaning to replace the original text. To support this statement, Weber (1984, p. 3) stated that translation is the process of transposition of a text written in a source language into a target language.

The translators must focus on the purposes of translation during the process of translating. Regarding to this, Hatim and Munday (2004, p. 6) suggest three purposes of translation, they are:

1. The process of transferring a written text from source language to target language, conducted by a translator or translators, in a specific socio-cultural context.
2. The written product which results from the process and which functions in the socio-cultural context of the target language.
3. The cognitive, linguistic, visual, cultural and ideological phenomena which are an integral part of 1 and 2.

In relation to the explanation above, Newmark (1998) classifies the text into six types:

1. The expressive text
   An expressive function covers lyrical poetry, short stories, novels, plays, essays, autobiographies, and personal correspondences.
2. The informative text
The informative function deals with all kinds of informative text such as textbooks, articles, scientific papers, technical reports, and agenda of a meeting.

3. The vocative text
The core of the vocative function of language is the readership, they covers notice, introduction, propaganda, publicity, and popular fiction.

4. The aesthetic text
An aesthetic language is designed to please the senses through its actual or imagined sound, metaphors, rhythm, balance and contrast of sentences, onomatopoeia, alliteration, assonance, rhyme, metre, and intonation.

5. The phatic text
The phatic function focuses on maintaining a friendly contact with addressee; it deals with tone voice that usually occurs in the form of standard phrases, such as in the dialogue.

6. The metalingual text
Metalingual function of language indicates a language’s ability to explain, name, and criticize its own features.

In line with the explanation above, subtitle falls into several categories of text, they are expressive text, vocative text, and aesthetic text. Jaskenen (1999) proposes AVT as a term used to cover subtitling and dubbing as well as the wide variety of translational activity they entail. To translate a subtitle, translator must consider choosing the appropriate translation procedure to render the same feeling from source language to target language. Regarding to this, Newmark (1988) believes that “translation procedures are used for sentences and the smaller units of language”. There are several procedures proposed by Newmark (1988), Vinay and Darbelnet (2000), and Catford (1965). The translator utilizes several procedures in order to achieve the best translation product. Furthermore, to assess
the quality of the translation, there are several experts who propose the criteria of a good translation; they are Barnwell in Larson (1984), Tytler (1907), Massoud in Abdellah (2005), Nida and Taber (1964), Newmark (1988), Shafey in Abdellah (2005).

The previous research related to this study has been conducted by previous researcher on the study of translation procedures. One of them is a research paper entitled An Analysis of Translation Procedures in The Subtitle of Perfume by Tresna Dinda. The result of the study shows that the most applied procedure is literal translation. There is another recent research entitled The Analysis of Quality Translation of “Bandung Yellow Pages Pocket Travel Series” (January-June 2008 Edition) conducted by Prihati Saptarini which focuses on finding out the quality of translation, the study discovers that the quality of translation in the Bandung Yellow Pages Pocket Travel Series is categorized into fair quality of translation.

To conclude, this study is designed to find out the most frequent translation procedure in the subtitle of the selected movie based on the translation procedures proposed by Newmark (1988), Vinay and Darbelnet (2000), and Catford (1965) and analyze its quality referring to the criteria proposed by Barnwell in Larson (1984), Tytler (1907), Massoud in Abdellah (2005), Nida and Taber (1964), Newmark (1988), Shafey in Abdellah (2005).

1.2 Research Questions

The study is aimed to answer the following questions:

a) What are the most frequent translation procedures in the subtitle of Sherlock Holmes “Game of Shadows”?

b) How acceptable is the quality of translation in the subtitle of Sherlock Holmes “Game of Shadows”?
1.3 Objectives of the research

The study is designed to find out:

a) The most frequent translation procedure in the subtitle of Sherlock Holmes “Game of Shadows”.

b) The quality of translation in the subtitle of Sherlock Holmes “Game of Shadows”.

1.4 Significance of Research

The writer believes that this study will be useful in three aspects; the first aspect is theoretical significance, this study is expected to enrich the previous study on the translation discipline. The second aspect is professional significance which is expected to help professional translators in translating subtitle of a movie by providing new inputs and ideas found in the study. The third aspect is practical significance in providing guidance for the translator or students in enhancing their competence in translating the text, especially in choosing which procedure to use.

1.5 The Scope of the Study

The study focuses on finding out the most frequent types of translation procedures and the quality of translation on the subtitle of Sherlock Holmes “Game of Shadows”. The writer uses several procedures proposed by Newmark (1988), Vinay and Darbelnet (2000), and Catford (1965) to classify the translation and utilizes the criteria of a good translation proposed by Barnwell in Larson (1984), Tytler (1907), Massoud in Abdellah (2005), Nida and Taber (1964), Newmark (1988), Shafey in Abdellah (2005) to analyze the quality translation in the subtitle of Sherlock Holmes “Game of Shadows”.

Ihsan Munggaran Nuriswara, 2014
THE ANALYSIS OF TRANSLATING PROCEDURES ON THE SUBTITLE OF SHERLOCK HOLMES “GAME OF SHADOWS”
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1.6 Clarification of Terms

These are the clarification of the terms used in this study to avoid misunderstanding:

1. “Translation is rendering the meaning of a text into another language in the way that the author intended the text” (Newmark, 1988: 5).
2. Subtitle in this study refers to the English and Indonesian transcription of dialogues in Sherlock Holmes “Game of Shadows”.

1.7 Organization of The Paper

This study is organized into five chapters:

Chapter I: Introduction

This chapter discuss about the background of the study, objective of the research, research question, significance of research, clarification of terms, research procedures, and organization of the paper.

Chapter II: Literature Review

This chapter presents theoretical foundation related to the study.

Chapter III: Research Method

This chapter will further discuss the research methodology.
Chapter IV: Finding and Discussion

This chapter will present the result of study, including data collection, data analysis, and discussion.

Chapter V: Conclusion and Suggestion

This chapter concludes the study; it presents the writer’s interpretation on the study and implication of the study.