

CHAPTER I

INTRODUCTION

This chapter explains the general overview of the research. This consists of background, research questions, aims of the study, significances of the study, limitation of the study, research method, data collection, data sources and organization of the paper.

1.1 Background

Language is one of the most important elements in the world. Humans as God's creatures are given intelligence to create and to learn languages. There are many languages in the world. They have language to communicate and to know each other. In the globalization era and the development of information and technology, the differences of the language can be a problem for some people who do not understand other languages. In this case, translation can be very helpful to people who face problem of different languages. Therefore, translation becomes very important to solve the problem of different languages.

Many literary works have been translated into other languages. One of them is international film which is very popular. People are interested in watching this kind of entertainment. Therefore, film industry keeps growing until today. As the world's famous film factory, Hollywood releases so many world-class films. Hollywood films recently released are: *The Avengers*, *The Expendables 2*, *MIB 3*,

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The Amazing Spiderman, The Bourne Legacy, Ironman 3 and many more. The distribution of these films is not only to American and European countries, but also to other countries which do not use English as a native language. Therefore those films should be translated in order for the people to comprehend the idea, story and message contained in the films.

According to Taylor (2001), there are two main forms of film translation: subtitling (the superimposition on the screen of a written version of soundtrack) and dubbing (which involves the substitution of the original soundtrack by a version in the target language). They are regarded as forms of Audio Visual Translation (AVT).

Subtitling is the same as translating that is rendering the meaning of the 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 language have been contact with each other (Newmark, 1988: 96).

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).

The explanation above encourages the writer to do the analysis of subtitling strategies used in subtitling the film entitled "*The Avengers*". The writer

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chooses this film as an object of the research because the film has a lot of idiomatic expression and it was very popular in 2012. It is an action and science fiction film directed by Joss Whedon from Marvel Studios production in association with Walt Disney Pictures and performed by Robert Downey Jr. as Iron man, Chris Evans as Captain America, Mark Ruffalo as The Hulk, Chris Hemsworth as Thor, and many more. It was successful financially and broke box-office records as the biggest weekend opening a film and the fastest film to gross \$ 1 billion worldwide.

1.2 Research Question

The research questions are stated as follows:

1. What idiomatic expressions are found in the text of the film “*The Avengers*”?
2. What kinds of strategies are used by the translator in subtitling idiomatic expressions in the film “*The Avengers*”?

1.3 Aims of the Study

Based on the research questions, the writer formulates the purposes of the research as follows:

1. To find out the idiomatic expressions used in the film.
2. To find out the strategies used by the translator in subtitling idiomatic expressions of “*The Avengers*” film.

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1.4 Significance of the Study

This research focuses on analyzing the subtitling strategies used by translator in subtitling “*The Avengers*” film. The result of the study is expected:

1. To be useful for those who are interested in this field of study.
2. To increase students’ knowledge about idiomatic expressions and the strategies applied in translating idiomatic expressions.
3. To be a practical guidance to the translator or subtitler to enhance their skills in subtitling field, especially in the process of choosing appropriate subtitling strategies.

1.5 Limitation of the Study

The research discusses the strategies used by the translator in subtitling “*The Avengers*”. The discussion of this research is limited only to investigate the subtitling strategies used by translator in subtitling idiomatic expressions of “*The Avengers*” film.

1.6 Research Method

In conducting a research, deciding appropriate method is important. This research uses a qualitative approach where the writer collects the data and analyzes and interprets them to find the answer of the research questions. As mentioned by Huda (1999:38), those which do not have utilize statistical analysis and are confined to the description of concept or phenomenon categories are

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termed qualitative. In line with this, Gay LR (2004:37) states that descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject of the study. Moreover, Franken and Wallen (1993: 380) state that qualitative research is a research study that investigates the quality of the relationship, activities, situation, or materials. Qualitative method usually uses communication, observation, and unstructured data collection.

The research also uses descriptive method. According to Fraenkel and Wallen (1993:23), descriptive method is used to explain, analyze, and classify something through various techniques: survey, interview, questionnaires, observation and test. Another definition of descriptive method is stated by Anggraeni (2004): “the 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”.

1.7 Data Collection

In conducting the research, the writer uses some steps as follows:

1. Watching the DVD of “*The Avengers*”
2. Transcribing the film subtitle, both the English and Indonesian versions.
3. Reading and comparing the subtitle of “*The Avengers*”, both the English and Indonesian versions.

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4. Analyzing and describing the use of idiomatic expressions on the subtitle of “*The Avengers*”

1.8 Data Sources

The main data of the research is taken from the original DVD of “*The Avengers*”. The subtitle is taken from the film. The writer transfers the subtitles into written text.

1.9 Organization of the Paper

The research is divided into five chapters. Brief explanation of each chapter will be described as follows:

Chapter I contains Introduction, which covers background, research question, aims of the study, significance of the study, limitation of the study, research method, data collection, data sources, and organization of the paper.

Chapter II contains theoretical foundation, which tells definition of translation, translation methods, translation process, translation quality, definition of subtitling, subtitling process, subtitling strategies, definitions of idiom, and types of idiom.

Chapter III describes method of the research, object of the study, data collecting procedures, and data analyzing techniques.

Chapter IV contains findings and discussion, which provide the result of data analysis

Chapter V contains conclusions and suggestions, which provide the writer's interpretation of the research findings.