

CHAPTER I

INTRODUCTION

1.1 Background

Translation is rendering the meaning of a text into another language in the way that the author intended the text. (Newmark, 1998, p.5). Another definition is that translation is a tool of communication, where linguistic and cultural boundaries are involved (Hatim and Mason, 1999, p.1).

In addition, translation might be determined by the linguistic and cultural distance that occurs because of the difference in the way the message is expressed.(Nida, 2001, as cited in Guo, 2012, p. 343). From the definition, translation has been used for multilingual purposes, one of which is to overcome the language barrier between people who come from different countries in the world. When cultures and languages are closely related, the translator faces minor problems during the translation process.

However, in the process of translation the source-language word may express a concept which is totally unknown in the target culture (Baker, 1992, p.21). Baker addresses it as a non-equivalence word, “Non-equivalence word means that the target language has no direct equivalent for a word which occurs in the source text.” (Baker, 1992, p.20). Moreover Newmark (1998, p.776), addresses this as unfindable words. He states that there are at least eighteen types of unfindable words, one of which is slang (Newmark, 1998, p.776-777).

Southerland and Katamba (1996, p.555), describe slang as “a label that is frequently used to denote certain information or faddish usages of nearly anyone

in the speech community... serve as an affirmation of solidarity with other members.”. Moreover, Mattiello (2005, p.12-15) describes the differences between slang and other non standard language varieties as follows:

- 1) Slang differs from jargon for its lack of prestige and pretentiousness.
- 2) Slang is not cant, the specialized and secret language of thieves, professional beggars, etc.
- 3) Slang is not geographically restricted like dialect.
- 4) Slang is not vernacular.
- 5) Slang is not accent. (Mattiello, 2005, p.12-15)

Besides having a good perception of the target language and be acquainted with cultural peculiarities of the source text, a translator should choose the appropriate strategies in translating slang (Jolanta, 2010, p.21). Thus, Baker (1992, p.26-42) proposes the translation strategies for slang as follows:

- 1) Translation by a More General Word (Superordinate)
- 2) Translation by a More Neutral / Less Expressive Word
- 3) Translation by Cultural Substitution
- 4) Translation using a Loan Word or Loan Word with Explanation
- 5) Translation by Paraphrase using a Related Word
- 6) Translation by Paraphrase using Unrelated Word
- 7) Translation by Omission
- 8) Translation by illustration (Baker, 1992, p.26-42)

Due to excessive exposure of American cultures in Indonesia. The use of American slang often found in American comedy genre film. One of comedy genre films that use slang words is *The Hangover* Ifilm. There are 281 slang items used in *The Hangover* (2009) film dialogues, and subtitles. Subtitles are used to understand the meaning of slang words spoken in the film. Gotlieb (2004, P.220) defines subtitles as diasemiotic translation in polysemiotic media (including

films, TV, video and DVD), in the form of one or more lines of written text presented on the screen in sync with the original dialogue.

The study of slang translation in film subtitle has already been conducted by some previous researchers. A study entitled *An Analysis of Slang Translation in the Subtitle of "The Departed" Movie*, was conducted by Eku Baruna Graha (2010). In his study, he analyzed the slang types, the subtitling strategies and also the quality of slang translation.

Meanwhile, Rina Anita (2010) conducted a study entitled *Translation Analysis of Slang Words in "Bad Boys" Movie (Case Study of English-Indonesian Translation)*. This study was aimed to identify slang words found in the movie and find out strategies applied by the translator and to describe analyzed the quality of translation, the equivalence and the appropriateness of the translation.

After reading some research related to slang translation, the writer decided to conduct a research in the same field. However, the writer focuses on comparing the slang translation strategies used by two different translators, English major and non English major translators, in the subtitle of *The Hangover* film and finding out its translation quality.

The writer compares the slang translation strategies by two different translators since each translator may have a personal strategy on how they approach the text that needs to be translated (Bassnett, 2002, p.332-33). In addition, the quality of the translated product depends on the translator and issues such as what their point of view on the meaning of the text is and what they consider to be important. Moreover, previous experiences on translations may also have an effect. (Vehmas and Lehto, 1999, p.16, as cited in Paajoki, 2012, p.4).

1.2 Research Questions

This research is conducted to answer the following problems:

1. What translation strategies are used by the English major and non English major translators in translating the slang found in the subtitles of *The Hangover* film?
2. How is the slang translation quality by both translators?

1.3 Aims of the Research

With reference to the above research problems, the researcher purposes are to:

1. Analyze the translation strategies used by the English major and non English major translators in translating the slang in the subtitles of *The Hangover* film.
2. Find out the slang translation quality translated by both translators.

1.4 Significance of the Research

Since this research is focused on the comparison slang translation strategies used by the English major and non-English major translators and the analysis of the translation quality, this research is conducted to encourage those who study translation to be more aware in translating slang items because it will affect the appropriateness and quality of the final translation product. This research is also provides certain findings related to the comparison of slang translation strategies in film subtitle and gives a reference to those who interested in conducting research in the same area.

1.5 Clarification of Terms

In this research there are several terms that are needed to be defined as follows:

Comparison: a consideration or estimate of the similarities or dissimilarities between two things or people (Oxford Dictionary)

Translation: rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1998)

Strategies: a plan of action designed to achieve a long-term or overall aim (Oxford dictionary)

Slang: a label that is frequently used to denote certain informal or faddish usage of nearly anyone in the speech community (Southerland and Katamba, 1996)

Subtitle: the rendering of the verbal message in filmic media in a different language, in the shape of one or more lines of written text, which are presented on the screen in synch with the original verbal message (Gottlieb, 2004)

1.6 Organization of the Paper

This paper is presented as follows:

CHAPTER I : INTRODUCTION

This chapter contains the research background, the research questions, aims of the research, the significance of the research, research methodology, and clarification of terms.

CHAPTER II: THEORETICAL FONDATION

This chapter contains the literature review which serves several theories that related to the research.

CHAPTER III : RESEARCH METHODOLOGY

This chapter contains the methodological research which deals with the steps and procedures of the research.

CHAPTER IV : FINDINGS AND DISCUSSIONS

This chapter contains the findings and data analysis of the research result

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter contains the conclusion and suggestion for further research in line with the result of the research.