CHAPTER I
INTRODUCTION

This chapter explains the background, reasons for choosing this topic, research question, aims of study, scope of the study, significance of the study, clarification of the terms and the organization of this paper.

1.1 Background

Subtitling is the translation of the spoken source language text (film dialogues) of an audiovisual product into a written text. (Gottlieb 1994, as cited in Marashi & Poursoltani, 2009). Subtitling is important to be in films. It makes the films to be watched by large audience. Therefore, many films have become popular worldwide because they use Audiovisual translation (subtitling or dubbing) to show translation of the dialogue into the language that the audience understand.

It is important that the message in films must be delivered to the audience. The message of the film can be delivered through the language. However, if the audience do not know the language used in the film, they will not understand the storyline. Unfortunately, as Darma (2011) mentioned that subtitling is not an easy job because it has some constraints and limitations. It is probably one of the reasons why some subtitles are still less accurate, not clear and not natural.

By looking at the problem in subtitle of the films, one of the solutions for this problem is to analyze the subtitle of a film. This is important to do in order to know what subtitle strategies are used in Indonesian subtitle. So, it will give the solution for the film translators to be well-informed what strategies are good to use and they can improve the quality of subtitle.
There are some previous studies covering subtitle strategies. However, most of the studies only analyzed the subtitle in international films not in Indonesian films. For instance, Lestarian (2011) wrote a study entitled “Indonesian Subtitling Strategies of the English Movie Inception”. She analyzed the subtitle strategies purposed by Gottlieb that were used in the Indonesian subtitle in a film Inception. Another study is written by Darma (2011). He analyzed the subtitling strategies in The Magic of Belle Isle Movie. Another one is the study written by Graha (2010). He analyzed the subtitling strategy in The Departed movie. Nevertheless, it is very rare to find the previous research concerned with indie films and analyzing the English subtitle.

According to Ramli and Fathurahman (2005, p.5), an indie film is a specific film produced by the outside major films which is based on the individual freedom and it has strong characters and original. Hence, this research is going to analyze subtitle strategies applied in one of Indonesian indie films.

This film that the writer analyzes is cin(T)a. This film is produced by Sembilan Matahari Film. It was directed by Sammaria Simanjuntak and the story was written by Sally Anom Sari and Sammaria Simanjuntak. This film is starred by Saira Jihan and Sunny Soon. This film describes the problems about religion, faith and cultural differences that happen in Indonesia. This film has a good message for people who watch it. It shows the reality that happens in Indonesia and it can widen people’s mind about differences. Besides that, the film is good and has strong theme. The film took part in some international film events and has been watched by international audience. This film has been played in some universities in UK, such as Birmingham University, Northumbria University, Leeds University, and Manchester University.

1.2 Reasons for Choosing the Topic

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The writer chooses this topic because she is interested in translation subject and also the writer is interested in one of the aspects of the film, that is subtitling. So, it is hoped that the writer’s ability in translation will increase and she will give contribution for other translators to use the effective subtitle strategies in films. Furthermore, cin(T)a is a great film in terms of the message. This film has a big potential to be promoted to overseas. Another reason is that the film is good to be watched by many viewers including international audience.

1.3 Research Questions

The questions that are related to the analyzing of the subtitle of the film are:

1. What subtitling strategies are used in the film?
2. How is the quality of the film subtitle as evaluated by the viewers?

1.4 Aim of Study

The aim of this study is to analyze, identify, and describe the subtitling strategies that are used in the film, cin(T)a, and to know the quality of subtitling in this film as evaluated by the viewers.

1.5 Scope of the Study

There are a lot of aspects that can be investigated in term of translation, but this research is only focused on subtitling strategies proposed by Gottlieb (1992) which are used in English subtitle of an Indonesian indie film entitled Cin(T)a and to investigate the quality of subtitling.

1.6 Significance of the Study

In theorical way, this research will increase the literature study about translation, especially subtitling films.
In practical way, this research will be beneficial to the film industries because they can improve the quality of translation. Then, it will also contribute for students to the application of subtitling strategies and application of the subjects that have been obtained during the studies in the English Department, especially Translation.

1.7 Clarification of the Terms

The following are some of terms which are used for the research. The terms are clarified to avoid misunderstanding of the problem in this research:

1. Translation

Translation can be defined as conveying the source language (SL) into target language (TL). Catford says that translation is “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).” (Catford, 1965, as cited in Machali, 2009, p.25).

2. Indie films

Independent films can be defined as films produced outside major films and indie films have strong characters, original ideas and controversial storyline. (makeindependentfilms,2010)

3. Subtitles

Subtitles are the textual versions of the dialogue in a film and in television programs, and are usually displayed at the bottom of the screen. (Spanakaki, 2007).

1.8 Organization of the Paper

This research will be organized into five chapters:

Chapter I: Introduction

This chapter is a general introduction that covers the background of the study, reasons for choosing the topic, research questions, aims of the study, scope

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of the study, significance of the study, clarification of the terms, and organization of the paper.

Chapter II: Theoretical Foundation

It consists of theoretical review that provides a basis for conducting the research problems.

Chapter III: Research Methodology

This section deals with the research methodology, discussing the steps and procedures of the study, and the data resources in conducting the study.

Chapter IV: Findings and Discussion

This part presents the result of the research. It contains the research findings and discussion.

Chapter V: Conclusions and Suggestions

This last chapter contains the interpretation toward the result of the research in a form of conclusion and suggestion in accordance with the research.