

# CHAPTER I

## INTRODUCTION

This chapter firstly explains the background of the study, the significance of the study, research questions, the aim of the study, and also the scope of the study. Moreover, the clarification of some terms used in the study and the organization of paper will be presented and explained in the end of this chapter.

### 1.1 Background of the Study

Today, translation is very important in many aspects. Newmark (1988, p. 10) stated that translation is now used to transmit knowledge, understanding, and culture between groups and nations. He also declared that translation is rendering the meaning of a text from one language into another language in accordance with the intention of the translator. It is also supported by Hatim and Munday (2004, p. 6) who amplified that translation is the process of transferring a written text from source language (SL) to target language (TL). Followed by Kelly (2005, p. 26-27), who defined translation as the skill of understanding the source language (SL) and render it in the target language (TL) by using the register, the background knowledge, and other language resources according to the intended purpose. From the definitions mentioned above, it can be concluded that translation is a process of conveying the text from source language (SL) into target language (TL) in which the meaning of source language should be equivalent with the target language (TL).

Translation can be separated into two types; literary translation and audio visual translation (AVT) (Reich, 2006, p. 7). According to Kolawole and Adewuni (2008), literary translation is translating written texts in a literary language.

Meanwhile Chiaro (2009) described audiovisual translation is transferring written text from one language to another of the verbal components contained in audiovisual works and products. On audio visual translation (AVT), there are two major types exist; dubbing and subtitling (Jaskanen, 1999, p. 8). Cintas (2003, p. 195) explained that dubbing is replacing the original dialogue from the actor with the target language (TL) spoken by dubber —people who do dubbing—at the same time, thus voice of dubber synchronized with the lip movements of the actor. The aim of dubbing stated by Dries (1995, p. 9) is to make the audiences feel as if they were listening to what actors actually speaking.

Therefore, O'Connell ( 2007, p. 125) declared that subtitling is supplementing the original voice soundtrack by adding written text on screen and dubbing is replacing the original voice soundtrack with another voice in another language. According to Luyken as quoted in Georgakopoulou (2009, p. 14), subtitle is defined as condensed written translation of original dialogue from a movie.

Subtitling and dubbing which are defined by Baker & Hochel (1998, p. 74) is as follows:

*Subtitling is visual, involving the superimposition of a written text onto the screen. Dubbing, on the other hand, is oral; it is one of a number of translation methods which makes use of the acoustic channel in screen translation (1998, p. 74).*

From those definitions, it can be concluded that dubbing is changing the dialogue spoken by the actor in the original language into the target language. Whereas subtitling is communication from one language to another and from the dialogue spoken by an actor in a film into written form, and then displayed on the screen.

In term of linguistic viewpoint, Jakobson (cited in Spanakaki, 2007, p. 7) divided subtitling into two types; there are intralingual subtitling and interlingual subtitling. According to Gottlieb (cited in Baker, 1998, p. 247), intralingual subtitling involves taking speech down in writing, changing its mode but not its language. It is used when target language is the same with source language. Meanwhile, Cintas (cited in Anderman & Rogers, 2003, p. 199) described interlingual subtitling as transferring source text (ST) to target text (TT) where there is a change of language or transferring source text (ST) to different language of target text (TT). In conclusion, in intralingual subtitling both the source text and the target text are composed in the same language, whereas in interlingual subtitling the two texts are composed in different languages.

In delivering the meaning of a text from source text (ST) to target text (TT), a translator must consider about the strategies. Gottlieb (as cited in Ghaemi & Benyamin, 2010, p. 42) proposed a set of translating strategies which are commonly used by the translator; *expansion, transfer, condensation, paraphrase, imitation, dislocation, decimation, deletion, transcription, and resignation.*

There have been some previous researches in conducting translating strategies on various movies. Zhang and Liu (2009) have done a research about translating process in the subtitle. In 2010, Ghaemi and Benyamin also have done a research about the strategies used in translation of interlingual subtitling from target language (TL) to source language (SL). Afterward, Hosseinnia (2014) has done a research about translating strategies. She attempted to describe the mostly strategies used by the translator on children cartoon movies.

This study is specifically designed to explore the translating strategies which are mostly used in the subtitle of *The Raid: Redemption*. This study used descriptive method to collect the data.

## **1.2 Research Questions**

Denna Aulia Rusianty, 2015

**AN ANALYSIS OF TRANSLATING STRATEGIES IN THE SUBTITLES OF THE RAID: REDEMPTION MOVIE**

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

This research is conducted to answer the following research questions:

1. What are the most frequent translating strategies that are used in the subtitles of *The Raid: Redemption* movie?
2. What does the quality of the translation on *The Raid: Redemption* movie subtitles look like?

### **1.3 Purpose of the Study**

The aims of this study are:

1. To find out translating strategies used in the subtitles of *The Raid: Redemption* movie.
2. To analyze the translation quality of the subtitles on *The Raid: Redemption* movie.

### **1.4 Scope of the Study**

This study focused on analyzing the translating strategies on *The Raid: Redemption* movie subtitles. The analysis focused on the strategies which are mostly used in that movie; *expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation* proposed by Gottlieb (1992), and the quality of translation as proposed by Larson (cited in Anari and Bouali, 2009, p. 80).

### **1.5 Significance of the Study**

This study is significant theoretically and practically. Theoretically, this research is expected to provide a clear explanation about translating strategies which are mostly used in *The Raid: Redemption* movie subtitles. This research also explains the quality of the translation from *The Raid: Redemption* subtitles. Practically, this

research is important to be carried out because the result of this study can contribute information and become reference for students of translation courses.

## 1.6 Clarification of Key Terms

In order to avoid misinterpretation and misunderstanding toward main terms that will be used in this study, this section will clarify the following terms:

1. **Translation** is rendering the meaning of a text from one language into another language in accordance with the intention of the translator (Newmark, 1988, p. 5).
2. **Subtitle** is a transfer meaning from one language into another language, and from spoken dialogue into a written, condensed translation which appears on the screen (Dries, 1995, p. 26).
3. **Translating Strategies** is a strategy which is used by a translator when she/he encounters a problem while translating a text (Owji, 2013, p.4).

## 1.7 Organization of Paper

In this section, organization paper will be elaborated and the content of each chapter in the paper is overviewed as follows:

- a. **Chapter I Introduction:** this chapter provides background of the study, scope of the study, research questions, purpose of the study, significance of the study, clarification of the key terms, and also organization of this study.

- b. **Chapter II Literary Review:** this chapter explains theoretical foundation which provides information to investigate the research problems. The theories are useful to investigate the data findings.
- c. **Chapter III Methodology:** this chapter describes research methods, source, techniques of collecting data, techniques of analyzing data, and synopsis of the movie.
- d. **Chapter IV Findings and Discussions:** this chapter presents the study after conducting the research and obtaining the necessary data that are depicted including the analysis of the data using the theoretical framework.
- e. **Chapter V Conclusions and Suggestions:** this chapter provides the writer's interpretation of the research findings in the form of conclusions and suggestions.

## 1.8 Concluding Remark

This chapter has presented some aspects underlying the study including background of the study, statement of problems, purposes of the study, scope of the study, significance of the study, clarification of key terms, and organization of the paper. The next section will present some theories relevant to the study.