CHAPTER I

INTRODUCTION

This chapter covers the background of the study, the research questions, the purpose of the study, the scope of the study, the significant of the study, the clarification of terms and the organization of the paper.

1.1 Background

Film is one of the media for people to get knowledge or even to get entertained in this digital era. In addition, film is a form of communication, and that communication carries the message and information to the viewers (Sherak, 2011). Nowadays, people can easily watch the film since there are many movie theatres available in town. Moreover, people can practically download the film from the internet or watch it on their television. Seeing this fact, now everyone has access toward films.

There are two ways for translating the film. It can be done by subtitling and dubbing. In this research the researcher will only focus on subtitling. A subtitle is a translation of both written and spoken language which is appeared or uttered in the film (Georgakopoulou, 2009, p.21). Further, Georgakopoulou adds that a subtitle does not replace the original text, but rather presents in synchrony with it. The appearance of the subtitle runs along the voice or dialogue in the film, either by the actors or by the narrator.

In order to get the suitable translation, a translator need to plan the strategies to translate the film. It is called as subtitling strategies. According to Gottlieb (2001), there are ten strategies to be employed in subtitling process: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation.

The film also be categorized based on the level of viewers. There are films who is made for everyone; children to adults. In this research, the researcher is going to analyze the translation of movie subtitle in one of children films, "Frozen". This study will focus on the translating of the dialogue in the level of dialogue. Frozen is categorized as a film which can be watched by everyone, especially children. Frozen is an animated film which presents the interesting visualization of its characters and settings. Thus, it becomes children's favorite.

Considering the translation for children. The translation strategies are different indeed. The translation should be made *carefully*. Since the verbal ability of the children is still limited and developing. Thus, the researcher takes this issue to be studied in this research.

1.2 Research Questions

The research is focused on the following questions:

1. What are the strategies employed in the translation of movie subtitle in "Frozen" film?

2. Which are the most frequently used strategies in the translation of movie subtitle in "Frozen" film?

3. How is the quality of translation?

1.3 Purposes of the Research

The purposes of this research is to analyze the strategies employed in the translation of movie subtitle in "Frozen" film. In addition, this research is conducted to find out the most frequently used strategies in "Frozen" and the quality of the translation.

1.4 Scope of the Research

This study will focus on finding out the strategies employed in translating the movie for children. The selected movie is "Frozen" film which launched in 2013. This study will be limited only for analyzing the translation with children as the main viewers. In the end, this study will reveal the most frequently used strategies in "Frozen" and the quality of the translation.

1.5 Significant of the Research

This research is expected to give a good impact for translation practitioners, such as, translators, viewers, especially children, and other researchers. For translators, this research is expected to give them information about the translating strategies in translating a movie for children. By knowing the strategies in translating movie for children, the translator might be able to produce the appropriate translation for children.

For children, this research will be helpful in understanding the movie better since their vocabulary is still limited and their way of thinking is still developing.

Lastly, for other researchers, this will be useful for the next research related to the similar topic.

1.6 Clarification of Terms

In order to avoid misunderstanding that lead to the confusion in reading this paper, the terms of this research are clarified:

1. Translating strategies refers to the translator's conscious plans for solving the translation problem (Krings in Ordudari, 2007) in order to make the equivalent translation.

2. Movie subtitle refers to the translation available in film in the form of text, generally placed in the bottom of the screen.

3. Children refer to the viewers whose age under 12.

1.7 Paper Organization

This research paper will be organized into five chapters. Each chapter contains different subtopics that elaborate the issue. The paper is arranged as follows:

Chapter I is Introduction. This chapter covers the background of the study, the research questions, the purpose of the study, the scope of the study, the significant of the study, the clarification of terms and the organization of the paper.

Chapter II is the Literature Review. This section focuses on theoretical foundation that relevant to the present study and will be used as the concept of the research.

Chapter III is the Research Methodology. This section provides the research design, the source of the research, the procdure of data collection and the procedure of data analysis.

Chapter IV is Data Presentation and Discussion. This section elaborates the findings and provides the answer of the research questions.

Chapter V is the Conclusion and Suggestions. This section summarizes the result of the research and provides the suggestions for the future research related to the similar topic.