CHAPTER I

INTRODUCTION

1.1 Background of the study

Movie industry has rapidly developed throughout the time. The factor of globalisation takes the movie industry spreading their work around the world. People would like to watch the films which are good and popular. A movie can be released beyond the country where the movie was made, it can be in other countries that have language diversities. Bannon (2009) states that movies are pop culture and the translator is a part of the entertainment business. Therefore, translation plays an important role in film industry.

Translation in film industry assists the audience in understanding the movie. It attempts to convey the message from the movie without losing any of contents even there was a language transfer. The target audience may not know the language at all, however they expect for a sense of the originals from the movie.

This study aims to explore translation studies and its disciplines that are necessary in movie industry. The study of translation has developed during the screen translation has emerged as the new area. Moreover, the films which come from the countries around the world, especially from Hollywood, are interesting to get a lot of audience from the other countries. Film industry in Indonesia also has developed as well. In current time, Indonesian films have reached the international level. Then the film industries would need the translator's contribution.

The translation of film consists of two major types; dubbing and subtitling. According to Coelho (2003), subtitle can be defined as the process of providing synchronised captions for film and television dialogue (and more recently for live opera); while dubbing refers to any technique of covering the original voice in an audio-visual production by another voice.

Subtitle is purposed to help the audience in conceiving the message of films. A good subtitle is able to make the audience unaware that they read the subtitle underneath the screen. The subtitle also should not be read as translation, and then the subtitle is a sort of a message carrier of the films.

The film translators should give the target audience the experience they would have if already knew the foreign language. However, the translators must put their knowledge and competence in their translation. The translator must find a way to express the meaning of the source text in an acceptable and stylistically correct in the target text.

The process of translation such as adjusting, omiting, or even rewriting the script based on the translator's skill and competence in 'converting' the source text into the target text. The translation invokes the intelligence, sensitivity, ingenuity and intution as well as the translator's knowledge. These aspects allow the translator to have their own authority in translating, and it will affect the quality of translation.

In subtitling, the translator begins with the source which comes from oral source text and its transcript, and the translator transforms it into a written target text. Subtitling challenges the translator's skill and competence in 'converting' the source text into the target text. The texts which are written

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into the screen may not too long to be read by the audience, therefore the titles must be designed for ease reading. The translated texts has its portion to fit in the subtitle, therefore the captioning guidelines are proposed (Karamitroglou, 1998).

Subtitle is placed at the lower part of the screen, it should cover the area without decreasing the aesthetical aspects from the film. So, the text has to be condensed and brief. Merging the text is one of captioning guidelines that probably causes translation loss in the subtitle. Translation losses raise a problem for the translator, it may sacrifice some certain features. Therefore, the concept of compensation occurs to solve the problem of translation loss.

Hervey & Higgins (1992) distinguish four different aspects of compensation: compensation in kind; compensation by merging; compensation by splitting; and compensation in place. In this study, the researcher will focus on Hervey & Higgins (1992) concept of compensation technique in translation. Translator encounters special problem regarding captioning which probably raise the translation losses issue.

Captioning leads the translator to arrange the appearance of the subtitle in purpose of the text is not too long to be read, however they must retain the sacrifices the quality of translation. Translators themselves are responsible for applying the best translation techniques and solutions.

The translation techniques are very interesting to be studied because of the connection between the film industry and the translation studies. The object of this study is an Indonesian film entitled "Merantau". The film

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subtitle is very interesting to be analyzed, since it uses a lot of terms in the target language to compensate the source language terms.

1.2 Statement of Problem

In subtitling, the guidelines for captioning are essential in purpose of the dense and brief translation. These guidelines lead the translator to arrange the subtitle to be condensed and result translation loss. It is a challenge for the translator and forcing their ingenuity to retain the sacrifices of certain features in translation.

1.3 Aims of the Study

1. To find out the compensation techniques applied in the subtitle of "Merantau".
2. To find out the occurrence of translation loss in the subtitled text.
3. To find out the subtitle's captioning guidelines fulfillment.

1.4 Scope of the Study

In this study, the researcher focuses on analyzing the data of "Merantau" script, which is translated into English. This study is conducted to find out the compensation techniques by using Hervey & Higgins (1992) concept of compensation and part of the script where the translation loss probably occurred. The captioning guidelines fulfillment was uncovered by employing Karamitroglou's (1998) captioning guidelines.

1.5 Significance of the Study

This study aims to find out compensation techniques applied in subtitling the film. The researcher hopes this study will expand students' knowledge about translation. It is also expected to bring some benefits to the students who are interested in studying the translation disciplines in connection to film industry.

1.6 Research Methodology

1.6.1   Research Design

This study employed qualitative approach in examining the data. Then, the collected data were analyzed by using descriptive method. This study focuses on compensation technique that applied in the English subtitle of "Merantau".

1.6.2   Data Collection

In conducting the study, the researcher uses the data which were taken from the original script of "Merantau" and the translated one. The data were also taken from the original movie script from the internet and compare it with English subtitle. The data were analyzed by employing compensation techniques. The researcher conducted library research in order to get relevant theories.

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1.6.3 Data Analysis

The collected data were analyzed by using Hervey & Higgins' (1992) compensation concept. The process of analysis consists of several steps, as follows:

1. Arranging the subtitle text next to the movie script dialogue by dialogue

2. Finding out the compensation techniques applied in certain dialogues by using Hervey & Higgins' (1992) compensation technique as the data findings.

3. Classifying and finding the techniques applied.

4. Finding the part of the script where the translation loss mostly occurred.

5. Observing the text appeared on the screen regarding the guidelines for captioning.

1.7 Data Resources

The data of the study were taken from the original DVD of film "Merantau". Original movie script and subtitle script are taken from the internet.

1.8 Clarification of Terms

Subtitle : A translated dialogue that is transferred into written text, and it is usually positioned at the lower part of the screen.

Subtitling : The process of transferring the source language film or television into target language in written text which appears underneath the screen.

Captioning: The text version of speech and other sound that can be provided on television, DVD, cinema, etc. It is usually displayed on the bottom of a video screen.

1.8 Organization of the Paper

CHAPTER I INTRODUCTION

This chapter provides background of the study, research questions, aims of the research, scope of the research, significance of the research, clarification of the terms, and the organization of the terms.

CHAPTER II THEORETICAL FOUNDATION

This chapter provides the theoretical background of the study. This chapter also aims to explain the relevant theories of study namely translation. The organization of this chapter is started with the definition of translation, its method and procedure. This chapter also explains the definition of subtitle, its process and strategies. At the last part, this section describes the translation loss and also Hervey & Higgins' compensation technique.

CHAPTER III RESEARCH METHODOLOGY

This chapter consists of the research methodology used in conducting the study. This section contains research design, research questions, data collecting and technique of analysis.

CHAPTER IV FINDINGS AND DISCUSSIONS

This chapter presents and discusses the collected data and includes the data analysis. This study aims to find out the translation techniques employed in the "Merantau" by focusing on Hervey & Higgins concept of compensation. This study also examines certain translated sentences which are suspected as translation losses.

CHAPTER V CONCLUSIONS AND SUGGESTIONS

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