

CHAPTER I

INTRODUCTION

This chapter presents an introduction to the research, which covers the background of the research, research question, purpose of the research, scope of the research, significance of the research, clarification of key terms, and organization of the paper.

1.1 Background

Looking at viewers' interest in watching media entertainment, such as films and television programs, many translators have become interested in translating the source language of the dialogues in those media entertainments into the target language that the translators master. The translation of the spoken source language (film dialogues) into the written target language in films is called "subtitling", which is one of audiovisual translations practice (Gottlieb, 1994, as cited in Marashi & Poursoltani, 2009). Meanwhile, the product of subtitling itself is called "subtitle", which, according to Luyken et al. (1991), a line of a text that is usually displayed at the bottom on the screen of the film.

In this modern era, a subtitle is very important in films because films have recently become extremely popular worldwide and not all viewers can understand the language used in the dialogue of the films (Simanjuntak & Basari, 2013). Through subtitle, the viewers of the foreign film can easily understand and enjoy the film by reading the translated text (subtitles) at the bottom of the screen (Rodríguez & Gomez, 2012).

However, to translate the spoken source language (film dialogues) into the written target language in the films is not an easy task for translators (Darma, 2011). Some scholars claim that subtitling has some constraints and limitations which are the kinds of subtitling difficulties that have to be considered by the film translator (Diaz-Cintas, 2003; Georgakopoulou, 2009; Gottlieb, 2004). Diaz-Cintas (2003) states that traditionally, subtitling is also perceived as an interlingual translation which is rendering the meaning of a text into another

language. Therefore, in subtitling, the translators also face cultural nuance or different system and structure between the source text and the target text. Moreover, Georgakopoulou (2009) states that subtitle runs along with the actors' voice or dialogues; therefore, a translator must consider the length of the subtitle without losing the meanings of the source text. Additionally, according to Schwarz (2003), the main problem in subtitling is caused by two factors which are the space and time factor. The space factor means that the number of lines in subtitle must be limited into two lines with approximately 35 characters per line. Meanwhile, the time factor refers to the duration of the subtitles occurrence, which needs to be five to six seconds for reading a two-line sentence (Schwarz, 2003).

Subtitling difficulties are handled by the translator through the use of subtitling strategies. Gottlieb (1994, as cited in Eriksen, 2010, Ghaemi & Benyamin, 2010) proposes ten subtitling strategies for film: (1) expansion, (2) paraphrase, (3) transfer, (4) imitation, (5) transcription, (6) dislocation, (7) condensation, (8) decimation, (9) deletion, (10) resignation.

There are several studies that have been undertaken in the field of subtitling. Mostly, the previous studies analyzed films by using the theory of translating strategies or procedures and English as the source language. Meanwhile, this present study analyzes film by using the theory of subtitling strategies with English as the target language. To the best of the researcher's knowledge, the studies focusing on analyzing subtitling strategies from Indonesian language to English is still rare.

Previous studies that have analyzed translation procedures include Dinda (2010). She analyzed translation procedures in the Indonesian subtitle of film entitled *Perfume*. Another one is the study written by Ghaemi and Benyamin (2010). They analyzed the subtitling strategies that were used in five English films (Persian subtitles) with different genres. Another study is conducted by Simanjuntak and Basari (2013) who analyzed the subtitling strategies in the English film of *Real Steel* with Indonesian subtitle.

Taking into account the literature of subtitling in the previous research studies, this research aims to identify, elaborate, and specify subtitling strategies used in one of Indonesian films with English subtitles using Gottlieb's (1994, as cited in Eriksen, 2010; Ghaemi & Benyamin, 2010) theory of subtitling strategies. The film that the writer analyzes is *The Raid 2: Berandal* (2014). The film is produced by Merantau Film and directed by Gareth Evans. Starring Iko Uwais and Yayan Ruhiyat, this film is an Indonesian action film. The film is chosen because it is one of the popular action films from Indonesia, and it is watched not only by Indonesian people but also by many people around the world (Murdi, 2014). Moreover, the film has won international awards, such as Florida Film Critics Circle 2014 as the Best Foreign Language Film category, and nominated in the Golden Trailer Awards 2014 for Best Foreign Action Trailer, and also in the Phoenix Film Critics Society Awards 2014 for Best Foreign Language Film category. Besides that, the film also has won national awards, such as the Maya Awards 2014 as Best Cinematography, Best Editing, and Best Special Effects category, and also Indonesia Film Trailer Award 2015 as Best Editing and Best Trailer 2015 category.

1.2 Research Question

This study attempts to answer the following research question:

- What subtitling strategies are used in the film *The Raid 2*?

1.3 Aim of the Research

This research aims to analyze, identify, and elaborate the subtitling strategies that are used in the film *The Raid 2*.

1.4 Scope of the Research

There are many important aspects that can be analyzed in terms of translation study, such as the procedure and strategy. However, this research only focuses on subtitling strategies proposed by Gottlieb (1994, as cited in Eriksen, 2010, Ghaemi & Benyamin, 2010) which are used in the English subtitle of an Indonesian-action film entitled *The Raid 2*.

1.5 Significance of the Study

Theoretically, this research is expected to contribute to the literature on subtitling strategies. Particularly, it can enrich the work of Gottlieb's subtitling strategies by providing a wider range of examples in a different target language and also give more explanation about the literature study of translation practice, such as subtitling films, especially subtitling films of English subtitles in Indonesian films. Practically, the findings of this research can help film translators to overcome subtitling difficulties related to technical constraints, such as space and time factors. Additionally, the study will also be useful for the future researchers intending to do a similar research study.

1.6 Clarification of Key Terms

In this research, there are several key terms based on the definition that are proposed by some scholars are clarified in order to avoid misunderstanding. The terms are as follows:

1. Translation

Translation is the act of transferring the meaning of a text, from one language to another. In addition, translation is also a process to create the target language which has similar meaning and message of the source language (Newmark, 1988, p. 5).

2. Audiovisual translation

Audiovisual translation refers to the translation of audiovisual form and its contents (Díaz-Cintas, 2006). Additionally, Chiaro (2008) explains that audiovisual translation is an umbrella term that refers to verbal language transfer, which is transmitted and accessed both visually and acoustically.

3. Subtitle

Subtitle is the product of subtitling which is a line of a text that usually displayed at the bottom on the screen of the film (Luyken et al., 1991). Danesi (2009) adds that a subtitle is a dialogue which appears as a

translation at the bottom of the screen in a film or television programs in a foreign language.

4. Subtitling

Subtitling is the translation of the spoken source language text of an audiovisual product into a written text (Gottlieb, 2004). In addition, Shuttleworth and Cowie (1997, as cited in Ghaemi & Benyamin, 2010) define subtitling as the process of providing synchronous captions for film and television programs.

5. Subtitling strategies

Subtitling strategies are strategies that are applied in the making of subtitles (Gottlieb, 1994, in Eriksen, 2010). He explains that Subtitling strategies include expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

1.7 Organization of the Research Paper

This research is organized into five chapters as follows:

1. Chapter I

This chapter contains introduction, which discusses about background and statement of the problem, research questions, purposes of the research, research method, significance of the research, and organization of the paper.

2. Chapter II

This chapter contains details of the theoretical frameworks, which serve as the basis for investigating the problem, and some previous studies related to this research.

3. Chapter III

This chapter contains the methodology used in this research, discussing the steps and procedures, and the reasons for choosing these procedures.

4. Chapter IV

This chapter contains the results and findings of this research.

5. Chapter V

This chapter contains conclusions and recommendations resulting from this research.

