

CHAPTER I

INTRODUCTION

This chapter presents the introduction on the research. It involves the background, the limitation of the study, the research questions, the aims of the study, the significance of the study, research methodology, the clarification of key terms, and the organization of the paper.

1.1 Background

Everyone needs to communicate with each other through languages and it can be in the same or different countries. While, every country has its own languages, so the translation of Source Language (SL) to the Target Language (TL) becomes necessity. This statement is supported by Spolsky (1998), who claims that communicating meaning is one of the language use principles. So, it can be said that language has a significant role as a communication means.

To deliver the message from the SL, it takes a proper translation strategy so that the messages can be properly delivered. This case gives the researcher a challenge to examine more deeply about the strategy of translation from SL into the TL, especially in the world of entertainment, the film.

Film is a part of the entertainment world which needs and uses a language verbally and non-verbally, watched by many people. Here, subtitle is needed to transfer the content of the film which is verbally delivered, and also help the viewers who do not speak the language that used in the film. As Sponholz (2002) said that film subtitle can be simply identified as textual versions of film dialogue, but technically, it is defined as condensed translations of original dialogue, which appear as lines of text usually positioned towards the bottom of the screen. It means that subtitle has an important role in conveying messages in a film, so that

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM "THIS IS THE END" BY SETH ROGEN AND EVAN GOLDBERG

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

film can be understood and enjoyed by the viewers. To achieve these purposes, the subtitle must be translated first into the target language.

Related to the title of this research “An analysis of film translation: A case study of the film ‘This Is the End’ by Seth Rogen and Evan Goldberg”. There are several reasons why the researcher chooses this title. The first reason relates to the film which is used for this research. The film that is written and produced by Seth Rogen and Evan Goldberg is a western comedy film that is quite interesting and it is also one of the researcher's favorite films, therefore she is interested in using this film as a topic. The second reason relates to the strategy of translation and the case study as the main topic of this research, the film which is used in this study is rich in its western culture, and there are a lot of taboos that appear in this film. Because of this case, the researcher is interested in examining the strategy of translation that is used by the translator in subtitle “This Is the End” film, so that the language used can be accepted by the viewers without losing the meaning and elements of its comedy. The third reason why the researcher chose to examine more deeply and focus on the strategy of translation in the subtitle is because the subtitle uses audiovisual translation process which is very different from the printed translation. Printed translation focus is only on the text itself while audiovisual translation is linked with the visual images and soundtrack. They work together to create the whole unity. So, the translator must be able to understand the film first to be able to translate the subtitle, and the researcher is challenged to analyze the subtitle which has been translated into the TL by the translator.

In the case of analyzing the film's subtitle from the SL into the TL, there are several kinds of translation strategies that are proposed by some experts such as Newmark (1988), Vinay and Darbelnet (2000), Catford (1965), and Gottlieb (1992). Among them are literal, transference, through-translation, paraphrase, transposition, modulation, etc. In this research, the researcher focuses in Gottlieb's translation strategy. Gottlieb proposed ten techniques to be employed in subtitling strategy: expansion, paraphrase, transfer, imitation, transcription,

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM “THIS IS THE END” BY SETH ROGEN AND EVAN GOLDBERG

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

dislocation, condensation, decimation, deletion, and resignation. In translation, the concept of the analysis is comparing the SL with the TL which has similar meaning (Newmark, 1988: 114). As the part of translation, subtitle also has the same concept but applied in different object which in this case is a comedy film.

It is important to know the strategy of translation which is used in the comedy film to reduce errors in subtitling, especially not to omit the originality, not for the researcher only but everyone who has an aspiration to be a translator or has a passion in entertainment especially for movie lovers, to carefully analyze and translate any subtitles.

1.2 Limitation of the Research

In line with the title of this research, the limitation of the study will only focus on finding out the translation strategy from the SL into the TL, in this case, English – Indonesian, and to identify the most frequent and less translation strategy used in “This is the End” film according to Gottlieb’s theory.

1.3 The Research Questions

In this research, the researcher puts forward two questions listed below:

1. What are the strategies used by the translator in subtitling “This Is the End” movie?
2. What are the most and the least frequent strategies and methods used in subtitling “This Is the End” movie?

1.4 The Purposes of the Research

This study is aimed at the following:

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM “THIS IS THE END” BY SETH ROGEN AND EVAN GOLDBERG

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

1. To identify the strategies used by the translator in subtitling “This Is the End” movie.
2. To identify the most and the least frequent strategies used in subtitling “This Is the End” movie

1.5 Significance of the Research

The researcher expects this research is useful for anyone who has an aspiration to be a translator or anyone who has a passion in entertainment, not for comedy film only, as the researcher use for this study but all kind of films genre. Because by knowing the most and the less strategies which are used in translating a subtitle, any translator can minimize the errors. Moreover, it can help any translator to not omit the originality of a movie whether its language already turns into *bahasa*.

1.6 The Research Methodology

1.6.1 Research Design

This study uses the qualitative approach as a guideline in examining the data. Further, the present data will be analyzed by using a descriptive method because this study is affected by the writer bias and it focuses on analyzing the subtitle. The method is considered an appropriate method because it will systematically and factually describe the characteristics of the source of the data.

1.6.2 Source

The source of this study is “This Is the End” film which is a 2013 American ensemble disaster comedy film written and directed by Seth Rogen and Evan Goldberg in their directorial debut, and stars Rogen, James Franco, Jonah Hill, Jay Baruchel, Danny McBride, Craig Robinson, Michael Cera and

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM “THIS IS THE END” BY SETH ROGEN AND EVAN GOLDBERG

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

Emma Watson. This film tells about a big disaster that come when Seth and Jay attending a party at James Franco's house.

1.6.3 Research Procedure

This study uses the original DVD of "This Is the End" film. Then the researcher takes both the English and Indonesian subtitle files from the DVD to be analyzed.

The first thing to do is to find out is this subtitle can be accepted to the viewers or not, the researcher makes a checklist table first for 20 people who have seen this film with this subtitle.

The second step is watching the film several times to understand the whole conversation and it becomes the basic step before analyzing the translation strategies.

The third steps, after understanding a whole conversation, the researcher arrange the script and the Indonesian subtitle dialogue by dialogue into a table.

After the script arranged, the researcher identified every sentences carefully using Gottlieb's subtitling strategy (1992) as follows: expansion, paraphrase, transference, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

The next steps, researchers organize and classify each sentence into the ten categories of Gottlieb's theory, to be described in a form of diagram.

After all data are gain, the researcher describes and interprets the finding then draw the conclusion according to the finding.

1.7 The Clarification of Key Terms

To avoid misunderstandings, the researcher has clarified some of the terms below:

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM "THIS IS THE END" BY SETH ROGEN AND EVAN GOLDBERG

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

1. Film: A story or event recorded by a camera as a set of moving images and shown in a cinema or on television (Oxford Dictionary)
2. Subtitle: Captions displayed at the bottom of a cinema or television screen that translate or transcribe the dialogue or narrative (Oxford Dictionary)
3. Translation: The process of translating words or text from one language into another (Oxford Dictionary)

1.8 Organization of the Paper

This paper is organized into five chapters as follows:

Chapter I: Introduction

This chapter elaborates the background of the study, the limitation of the study, the research questions, the aims of the study, the significance of the study, research methodology, the clarification of key terms, and the organization of the paper.

Chapter II: Literature Review

This chapter provides the theoretical framework of the study, including the basis theories for investigating this research.

Chapter III: Research Method

This chapter describes the research method of the study and the description of procedures used in investigating the data of the research, including the data collection and data analysis.

Chapter IV: Finding and Discussion

This chapter reports the result of the study after conducting the study and obtaining the necessary data using the theoretical framework.

Chapter V: Conclusion and Suggestion

DYAH DEBITA AGISTA, 2016

AN ANALYSIS OF FILM TRANSLATION: A CASE STUDY OF THE FILM "THIS IS THE END" BY SETH ROGEN AND EVAN GOLDBERG

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

This chapter presents the researcher interpretation toward the result of the study in a form of conclusion and suggestion.