CHAPTER I
INTRODUCTION

This chapter explains the background of the study, research question, purpose of the study, scope of the study, and significance of the study. Moreover, the clarification of some key terms and the organization of the research paper will be provided in the end of this chapter.

1.1 Background of the Study

In the modern living nowadays, movies have become one of the most important things that people need, whether they use movies for entertainment, commercial, or educational purposes. For some people who are not originally from the country in which a movie is released, they need translation of the conversation, or called subtitle, to understand that movie. Actually, translation is very important in many aspects. Newmark (1988) states that the use of translation is to convey knowledge, understanding, and to connect two cultures between groups and nations. Newmark (1988) also states that translation is rendering the meaning of a text from one language into another language in accordance with the purpose of the translator. In addition, Hatim & Munday (2004) mention that translation focuses on taking the original text in source language (SL) and turning it into a text in another language or the target language (TL). It can be concluded from the definition above that translation is used to convey the meaning from source language (SL) into the target language (TL) and the meaning of source language (SL) has to be equivalent with the target language (TL).

In translation, Reich (2006) divides translation into two types: literary translation and audio-visual translation (AVT). According to Kolawole & Salawu (2008), literary translation is translating written texts in a literary language. Moreover, Hassan (2011) states that “a literary translation must reflect the imaginative, intellectual and intuitive writing of the author” (p. 2). Meanwhile,
Chiaro (2013) mentions that audiovisual translation (AVT) is used to transfer one language to another language of its verbal components which are contained in its works and products. Audiovisual translation (AVT) is divided into two forms, which are dubbing and subtitling. Baker & Hochel (as cited in Ghaemi & Benyamin, 2010) define dubbing as one of a number of translation methods which render spoken text into screen translation. However, Chiaro (2013) states that the aim of dubbing is to make the translation of spoken texts which are uttered by the actors appear in the target language.

The present study focuses on subtitling only. According to O’Connell (2007, p. 169, as cited in Ghaemi & Benyamin, 2010), “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”. Moreover, Gottlieb (as cited in Ghaemi & Benyamin, 2010) explains that subtitling forms the shape of one or more lines of written texts that are presented on the screen in synchrony with the original verbal message.

In the making of a subtitle, there are subtitling strategies employed. According to Gottlieb (1992), there are ten subtitling strategies that can be adopted, they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. These ten strategies will be used to find out which subtitles are most frequently used.

There has been some previous research in analyzing subtitling strategies on movies. Simanjuntak & Basari (2013) have done research in analyzing subtitling strategies from English to Indonesian subtitle in Real Steel movie. In 2009, Zhang & Liu did research investigating the interface which occurs in the process of translating film dialogue. They found that in subtitle translation, the thing that has to be considered is the translator’s knowledge about subtitling strategies that is limited. Another research is conducted by Ghaemi & Benyamin (2010). They analyzed the strategies used in the translation of inter-lingual subtitling in five different movie genres. They also discovered that movie genres have a great effect on the consideration of subtitling strategies, and the most
frequent strategies in those five movies with different genres are paraphrase, deletion, imitation, and expansion.

The previous studies that investigate subtitling strategies mostly focus on action movie genre. The present study will compare the official and non-official subtitles of Zootopia movie in the aspect of the strategies employed. To this date, no research on the subtitling strategies employed in this movie has been done. Although at first glance, it seems that the official subtitle will be different from the non-official one, it is important to find to what extent the subtitles are different and what the differences are in terms of the strategies employed. In addition, it is also possible that the two different subtitles will bear some similarities which can only be discovered through careful or scientific analysis that will be carried out in this study.

This movie is chosen because it is one of the new popular animation movies in 2016. This movie is popular because it is watched by billions of people around the world and broke the box office budget target which is estimated by Walt Disney. Moreover, this movie won Golden Trailer Awards 2016 as Most Original TV Spot and also nominated at BET Awards 2016 for Best Actor and at Teen Choice Awards 2015 for Choice Music: Song from a Movie or TV Show.

In particular, the present study attempts to examine subtitling strategies in Zootopia movie of two different subtitles: official, which is taken from the original Blu-Ray DVD, and non-official, which is produced by Penny Hamada retrieved from subscene.com, which is a website that contains various subtitles in many languages. This research will use the theory of subtitling strategies which is proposed by Gottlieb (1992) to compare the strategies employed by the official and non-official subtitles of Zootopia movie.

1.2 Research Question

This study is going to answer the following research question:

- What are the similarities and differences between the official and non-official subtitles of Zootopia movie regarding the employed strategies?
1.3 **Purpose of the Study**

This study aims to compare the official and non-official subtitles of *Zootopia* movie. In addition, it aims to analyze, investigate, and elaborate the strategies employed by the official and non-official subtitles of *Zootopia* movie.

1.4 **Scope of the Study**

This study focuses on analyzing translating strategies by comparing the official and non-official subtitles in *Zootopia* movie. The analysis focuses on ten subtitling strategies which are usually used in movies: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation proposed by Gottlieb (1992).

1.5 **Significance of the Study**

This study is significant theoretically and practically. Theoretically, this research is expected to provide a clear explanation about subtitling strategies which are used in *Zootopia* movie official and non-official 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 translations courses.

1.6 **Clarification of Key Terms**

In this study, several key terms are provided to avoid misunderstanding which proposed by some scholars. The terms are as follows:

a. **Audiovisual Translation (AVT)**

Reich (2006) states that audiovisual translation (AVT) is a part of translation studies. Audiovisual translation (AVT) is conventionally grouped into subtitling, dubbing, and voice-over (Bogucki, 2004). Chiaro (2013) mentions that Audiovisual translation (AVT) is used to transfer one
language to another language of its verbal components which are contained in its works and products.

b. Subtitle and subtitling
According to Taylor (2000), subtitle is a written version of the soundtrack. Dries (1995, as cited in Zhang & Liu, 2009) states that subtitling can be divided into two categories; from one language into another language and from spoken dialogues into a written text on the screen.

c. Subtitling strategies
In the making of a subtitle, there are subtitling strategies which are adopted into the subtitle. According to Gottlieb (1992), there are ten subtitling strategies in working to reduce the text and they are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

1.7 Organization of the Research Paper
In this study, the chapters are divided into five. The chapters are as follows:

a. Chapter I Introduction: this chapter explains background of the study, research questions, purposes of the research, scope of the study, significance of the study, clarification of key terms, and also organization of paper in this study.

b. Chapter II Theoretical Foundation: this chapter describes theoretical foundation to answers the research questions of this study and some previous studies related to the study.
c. **Chapter III Methodology:** this chapter discusses the methodology, the steps and procedures in collecting the data, and also the synopsis of the movie.

d. **Chapter IV Findings and Discussion:** this chapter explains the discussion and findings of this study.

e. **Chapter V Conclusion and Suggestions:** this chapter contains the conclusions and suggestions regarding to the result of this study.