CHAPTER I
INTRODUCTION

This chapter covers background of the research, research questions, aims of research, research methodology including the research design, the data sources, data collection, data analysis, clarification of terms, and organization paper.

1.1 Background

Translation has become a part of communication since many literary works have been translated into other languages. Hatim and Munday (2004) state that translation is a process of transferring a written text of a source language (SL) into a target language (TL). In addition, Newmark (1988) argues that translation is a process of rendering message or meaning of certain text into another language. It can be seen that translation is not only changing one language into another language, but also conveying the message and meaning of source language text into target language text.

Regarding the translational process, there are ten strategies that can be used (Gotlieb, 1994). They are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. According to Newmark (1988), the translation process in written texts –e.g. books- and films are different. In the written texts, the translational process merely involves written sources. That is to say, both of the material and the product of the translation are produced in the forms of written source. In contrast, the translational process in the films involves spoken and written sources. That is to say, the material that is going to be translated is in the form of spoken source, while the product is in the form of written source.

The translational process has been said to contribute to many literary works, for example film. A research on translation carried out by Suksaraesup and Ackrapong (2014), for example, discovers that the translational process in DVD (Digital Versatile Disc) produces a large number of errors in the subtitle, serving as the product of the translational process. For examples, there are some words or

phrases in the source languages that are ignored to be translated into the target language. Thus, it results from low quality of translation.

Regarding the analysis of translational process, there are some studies that this research employs as the references. Marashi and Poursoltani (2009) conducted their research in analyzing Farsi into English subtitling strategies employed in Iranian Feature films. The research identified the common subtitling strategies from Farsi into English using Gotlieb's classifications of subtitling strategy. The results showed that all Gotlieb's classifications were found in Farsi into English subtitling of Iranian feature films. The dominant strategy was transfer, and the least one was deletion. Furthermore, Ghaemi and Benyamin (2010) did their research using Gotlieb's subtitling strategies in five films in different genres. The films were *The Grudge 2* (2006) by Takashi Shimizu, *A Cinderella Story* (2004) by Mark Rosman, *Big Fish* (2004) by Tim Burton, *August Rush* (2007) by Kristen Sheridan, and *The Young Victoria* (2008) by Jean-Marc Vallee. They found that, sometimes, a stretch of word in a frame consists of more than one strategy. The *transfer strategy* was the highest with number of percentage 54.06% and the least was *decimation strategy* with the number of percentage 0.81%. Furthermore, Ericksen (2010) specifically analyzes subtitling strategy in the use of slang in the movie *I Love You, Man*. The finding of this research is several subtitling strategies proposed by Gotlieb (1994) are found: transfer, dislocation, and imitation strategy. These strategies are considered to be strategies that could transfer and maintain the use of slang in target language while the rests could not.

Based on the previous studies discussed above, the analysis of the translational process in films, especially in thriller genre, where the source language is Indonesian and the target language is English still lacks attention of scholars. Therefore, this research analyzed the translational process in an Indonesian movie entitled *Rumah Dara*. The reason for this research to analyze *Rumah Dara* is because its genre is thriller and it dialogues have been translated into English. According to IMDB (Internet Movie Databse), *Rumah Dara* has been widely watched by not only Indonesian but also people from other countries such as Philippine, Singapore, and United State. It can be seen from its ranks that

reaches point 4.5 out of 5. Furthermore, *Rumah Dara* has won several categories of film award in PiFan (2009) such as best supporting actress, best art direction, best film sound, and best film score.

1.2 Research Questions

In conducting research, research questions are required. The following questions of this research are:

1. What kinds of subtitling strategies are found in the English subtitles of Indonesian film entitled *Rumah Dara?*
2. Which subtitling strategies are most-frequently found in the English subtitles of Indonesian film *Rumah Dara*?
3. What are the contributions of the most-frequently found strategy in the English subtitles to the quality of translation?

1.3 Aims of Research

Considering research questions which are formulated above, the aims of this research are to:

1. Identify the subtitling strategies that are found in the English subtitles of Indonesian film *Rumah Dara*.
2. Analyze the most-frequently found strategies in the English subtitles of Indonesian film *Rumah Dara.*
3. Analyze the contributions of the most-frequently found strategies in the English subtitles to the quality of translation.

1.4 Significance of the Research

This research is expected to offer both theoretical and practical contributions to translation studies. Theoretically, this research is expected to be able to provide the information about an analysis of Indonesian film using the classification of subtitling strategies proposed by Gotlieb (1994), and enrich a new variety of genre of film that is thriller. Practically, this research is important as a resource that can

be used by teacher or lecturer of English college, the academicians, more specifically, for English Department students to be a resource of reference for future research. The findings are expected to reveal the information that the procedure of translation in translating film is important to learn, and the classification of subtitling strategies proposed by Gotlieb (1994) can be used as a guide to make a good translation.

1.5 Limitation of the Research

This research focuses on the strategies found in the English subtitle of *Rumah Dara.* This research is also limited to classification of subtitling strategy proposed by Gotlieb (1994) covers expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation, in which Indonesian as the source language (SL) into English as the target language (TL).

1.6 Clarification of Terms

In order to avoid misunderstanding, some key terms of this research are clarified. The key terms are constructed based on the definitions proposed by several scholars. The key terms of this research are:

- **Translation**

  Nida (2001) says that translation intends to create the target language's closest natural equivalent of the message of the source language, in terms of meaning and style. Furthermore, Newmark (1998, p.5) states that translation is a process of rendering meaning of certain text into another language in the way the author intended the text.

- **Audiovisual Translation**

  In the process of translating a film, the audiovisual translation (AVT) is needed, because it is a central of film translation field, and considered to be a branch of translation studies (Reich, 2006). According to Baker and Hochel (1998) there are two forms of Audio visual translation which become the most widespread forms: subtitling and dubbing.

- **Subtitling**

  Shuttlewotrh and Cowie (1997, as cited in Ghaemi & Benyamin, 2010) define subtitling as the process of providing synchronous captions for movie and television dialogue. Moreover, Georgekapoulou (2009, p. 21) states that subtitle is "condensed written translation of original dialogue which appear as lines of text, usually positioned toward the foot of the screen." Moreover, Tylor (2010, p.6) defines subtitle as process of transferring the characteristic from spoken dialogue to written mode, which is commonly placed at the bottom and spaced two lines on the screen.

- **Subtitling Strategies**

  Subtitling strategies are the strategies that are applied in making subtitle, according to Gotlieb's (1994), there are some classifications of translation strategy for subtitling film: transfer, imitation, transcription, expansion, paraphrase, dislocation, condensation, deletion, decimation, and resignation.

1.7 Organization Paper

This research consists of five chapters. The first chapter presents the background of the study, statement of the problems, aims of the study, and organization of the paper. The second chapter presents the relevant theoretical frameworks and previous research. The third chapter presents the research methodology. The fourth chapter presents the findings and discussions. The last chapter presents the conclusion and some relevant suggestions. Furthermore, this research also provides abstract in which the summary of the research, brief explanation about the findings of this research and conclusion are presented, and appendices in which the transcriptions of the dialogue in Indonesian, and the subtitles in English, are presented in a table with the strategies proposed by Goetlib (1994).