

CHAPTER I

INTRODUCTION

1.1 Background

In this globalization era, people can enjoy films in various kinds of languages, from its source language to different kind of target languages. They can enjoy films without disturbances of understanding the source language because it has been translated into a target language. Every country in this world is challenged to provide films that can be enjoyed by people from multilingual countries. One of those countries is Indonesia. With a lot of foreign movies come to Indonesia, therefore the needs of translation in film industry is inevitable.

One form of translation activity used in translating films is called Audio Visual Translation (AVT). Jaskanen stated:

Audiovisual Translation covers subtitling and dubbing as well as a wide variety of transitional activity they entail, which actually become one of the commonest problems in everyday life in contemporary societies.

Audiovisual translation has developed since foreign language programs exist in Indonesian television channels, whether it is in form of subtitling or in dubbing form of translation. This is proved by number of foreign language programs such as TV series, cartoon, films, etc.

The activity in subtitling is in form of written work while dubbing is in form of spoken work. In case of subtitling, it is used in order to make the viewers of target language understand the target language of source language. This is also

giving the viewers the experience to know the foreign language and the source culture since all foreign language programs contain culture.

As we know, this way of translation (subtitling) is often found in Indonesia, especially for English speaking films. Subtitling also considered being the most appropriate form of language transfer to maintain culture of one country. Luyken *et al* in Taylor (2000:16) states that language portrays in the film is a part of cultural experience that should be preserved. Subtitling is considered to be the most appropriate translation activity for this job.

Subtitling is becoming a preferred mode of translation not only because of the financial considerations, it is much cheaper to satisfy the needs of film markets by providing subtitles, which are more economical and easier to produce, but also because "to viewers in subtitling countries, the economic advantages are secondary; retaining the authenticity of the original production is paramount" (Gottlieb 1997: 310).

For these viewers, subtitling is a more authentic mode than dubbing. The audience is not allowed to forget about the foreignness of a translated film and is constantly reminded of its authenticity as it hears the original dialogues throughout the film.

The first thing that translators should do in this process is they have to understand the film that they are about to translate. The second thing is they have to recognize what kind movie is that. The third is that they have to decide what kind of language that they are going to use. For example, for the children's film

the translator have to use simple language to make the target film audiences understand.

In the process of the translation, there are so many strategies that can be applied for rendering the message and translators can use methods, the technique and procedures. While translation methods and technique relate to whole texts, translation procedure are used for sentences, include direct utterances, and the smaller units of language. Among the most frequently used procedure for the translation of ideas contained in the a translation unit, a translator may resort literal translation, which is the most important of procedure, transference, naturalization, cultural, equivalent, functional equivalent, descriptive equivalent, synonymy, through-translation, shift or transposition, modulation, paraphrase, etc (Newmark, 1988). These procedures are usually used for a written work and subtitling is one of them.

The researcher believes that in translating the source language to target language films, the translator must have some strategies to do so. This leads the writer to analyze the strategies used in the subtitling utterances of film entitled “The Bourne Ultimatum” and the strategies strengths and weaknesses.

1.2 Research Questions

- 1) What strategies are used in subtitling utterances of “The Bourne Ultimatum” film?
- 2) What are the strengths and weaknesses of the strategies used in subtitling the film?

1.3 Scope of the Study

The study will analyze the strategies used in subtitling utterances of “The Bourne Ultimatum” film, from a best seller novel written by R. P. Ludlum and directed by Paul Greengrass who is also directed the previous series of Bourne: The Bourne Supremacy, besides that the researcher will also analyze the strengths and weaknesses of the strategies used in subtitling the film.

1.4 Purpose of the Study

This study aims at:

- 1) Finding out the strategies used by the translator in subtitling utterances of “The Bourne Ultimatum” film.
- 2) Finding out strengths and weaknesses of the strategies used in subtitling the film.

1.5 Significance of the Study

The reason why the writer chooses this topic for his study is because audiovisual translation has recently become a topic of intention within the discipline of translation studies (Taylor, 2002).

The study would like to identify strategies in audiovisual translation through film subtitle. The writer is a moviegoer who loves to watch films and to translate. He expects this study will be useful not only for other moviegoers but also for those who are interested in the field of study, especially translator for

audiovisual. Besides, it will help more in understanding on how to subtitle utterances in a film.

1.6 Subject of the Study

The subject of the study is film action entitled “The Bourne Ultimatum” which is the trilogy of Bourne. The writer chooses this film because the genre of the film is action with utterances that has a lot meaning. The film also has and filled with many special or spy terms. It seems interesting to see how the subtitler translates these terms. Therefore the writer would like to know the strategies used in the process of subtitling.

The film is taken from a best seller novel written by R. P. Ludlum. The novel consists of three books and the “Bourne Ultimatum” is the third book that was brought to the screen in 2007 by Tony Gilroy, Scott Z. Burns & George Nolfi and directed by Paul Greengrass. The film is distributed in Indonesia by PT. Vision Interprima Pictures.

1.7 Methods and Procedures of the Research

The research method used in this study would be descriptive qualitative. According to Nassir in Euis (1998) descriptive method is a method use to observe a status of a human group, an object, a set of condition, a thinking system, or even an event nowadays. While qualitative methods are often associated with the collection and analysis of written and spoken text.

The aim of this study is to make factual and accurate description or illustration systematically about facts, characteristics and relationship among elements observed.

The writer will analyze the subtitle of the film (“The Bourne Ultimatum”) by comparing it with the original dialogues then find out the subtitling strategies and finally the writer will investigate the strength and weaknesses of the strategies used in subtitling the film.

1.8 Presentation of the Paper

The writer presents the paper into five chapters as follows:

- Chapter I Introduction

This part contains introduction, which is divided into background of the study, research question, aims of the study, scope of the study, significance of the study, research methodology and presentation of the paper.

- Chapter II Theoretical Foundation

This part describes in detail the theories, which are relevant to present study as a basis for investigating the research problem.

- Chapter III Methodology

This part discusses the methodology of the research to answer the research questions including the subjects, stages of preparation, instruments and steps of data collection.

- Chapter IV Findings and Discussions

This part is the main point of the research. It contains findings, including the analysis of the data and also discussions of the result of the research.

- Chapter V Conclusion and Suggestion

This last part contains conclusions and some suggestion for further research, especially for those who are interested in the same field.

