CHAPTER I

INTRODUCTION

1.1 Background

Everything said in one language can be expressed in another...on condition that the two languages belong to cultures that have reached a comparable degree of development.

(Danila Seleskovitch, 1985)

English can be considered as the world language. English is needed in many purposes such as in business setting with foreign investor, applying job for foreign company, and also the requirement for study abroad. For that reason, English plays a major role in almost every aspect of life.

Aside from that, English is also well-known in entertainment world. Novels, books, magazines, television shows, and of course movies from abroad are in English. Since most Indonesians are not English literate, all of these things must be translated first so that Indonesian people who can not communicate in English can enjoy it.

Translation is the interpretation of the meaning of a text in one language (the "source text") and the production, in another language, of an equivalent text (the "target text," or "translation") that communicates the same message. Translation must take into account a number of constraints, including context, the rules of grammar of the two languages, their writing conventions, their idioms and the like. Traditionally translation has been a human activity, though attempts have been made to computerize or otherwise automate the translation of natural-language texts (machine translation) or to use computers as an aid to translation (computer-assisted translation).

Wikipedia. com

In "A Textbook of Translation", Newmark (1988: 5) defines translation as rendering the meaning of a text into another language in the way the author intended the text.

Translation as a means of communication is used for multilingual purposes. Translation job can be seen in official documents like in treaties and contracts, public places like in the theater, papers, articles, correspondence, textbooks to look for information, etc (Newmark, 1988: 7)

Traditionally, translation was used to make religious, literary, scientific, or philosophical texts available for wider audience (Schwarz, 2003). In the twentieth century moving pictures or movie started to become popular. It begins with silent movie where no sounds available. In the late 1920, movies started to develop into more sophisticated forms and this time "talkies" take part (Schwarz, 2003). Since that moment the new fields of translations are open.

The varieties of language become the barrier when producing movie. In order to overcome the language barrier, a good translation is urgently needed. Translation plays a major role in movie industry. Bad translations are certainly noted and can irritate or annoy viewers (Schwarz, 2003).

As mention by Schwarz (2003), there are two types of movie translation:

1. Dubbing

With dubbing, the translation is covert and the audience will only hear the target language (TL) dialogue. Lip-synchronization however, may not be perfect and may not match the non-verbal clues and mannerisms on screen. There is no change of medium in dubbing and, ideally, the audience is completely shielded from the foreign tongue.
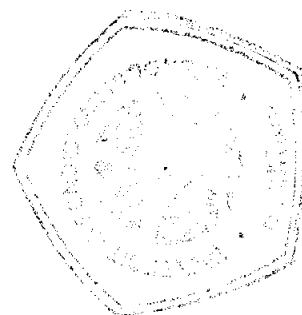
2. Subtitling

Subtitling changes the medium with a written TL version of the dialogue appearing on the screen. Although there is no lip-synchronization, there must be some agreement between the sub-titles, the spoken source language (SL) dialogue, and the corresponding image (Baker cites in Schwarz, 2003).

Nowadays, American movies are blooming in Indonesia. This movie, just like every movie that available in Indonesia, is being subtitled into Indonesian language.

Night at The Museum is one of the movies that premiere in Indonesia in January 2007. Ben Stiller, Carla Gugino, Kim Raver, Mickey Rooney, Dick Van Dyke, Patrick Gallagher and Robin Williams are the stars of this movie. Directed by Shawn Levy, this motion picture is a story about Larry Daley (Ben Stiller), a divorced husband who has a difficulty in finding a job that suits him. This guy desperately needs a job in order to fulfill his obligation as a father of a son. After following a series of interviews in many different offices, he finally got a job as a security in a museum of natural history for the night shift.

The job seems like any other security job. However, something big happens. The museum inhabitants come to life. At first, Larry is so surprised of what happens. But, eventually he gets used to the situation and every night of the museum is an adventure.

Nida (cited in Newmark 1988: 12) stats that there are four types of both literal and non-literal text: Narrative, Description, Discussion, and Dialogue. If we look at the four types of text which are mentioned before, it is obvious that the subtitle of a movie can be categorized as dialogue.

The strategies of translating movie subtitle are different with translating books or any other printed media. The translator must be able to bridge the viewer so that they can follow the story without language barrier. Movie's subtitles are not like books page that can be read over and over again. So, the translator must convey it in the best way possible.

The main problem in subtitling is caused by the difference between the speed of the spoken language and the speed in reading. It is not possible to transcribe all the movie dialogue. Reduction of the text is required due to the limitation of the pace of the spoken word and space on the screen. The audiences who see the original movie may experience differently from those who did not. The reason is that the viewers had to do extra job by both reading the subtitles and coping with all other visual and audio in the movie (Schwarz, 2003).

Shuttleworth and Cowie (cited in Jaskanen 1999) define subtitling as "a process off providing synchronize caption on movie or film and television dialogue". Meanwhile, Gottlieb (cited in Jaskanen) defines subtitling as a written, additive (i.e new verbal material is added in the form of subtitles), immediate, synchronous, and polymedial (i.e at least two channels are required) form of translation.

The subtitle translation in Night at The Museum movie is worth to be analyzed. The reason is that the movie is full of interesting expression like hilarious joke that needed to be translated to target language carefully so that the viewer can understand it. This movie also consists of idioms that must also be translated cautiously.

Gottlieb (in Jaskanen, 1999) also mentioned some strategies which are commonly used by translators:

1. Expansion

2. Paraphrase

3. Transfer

4. Imitation

5. Transcription

6. Dislocation

7. Condensation

8. Decimation

9. Deletion

10. Resignation

As mentioned by Larsson (1984), there are three criteria of a good translation:

1. Accuracy

    Reproducing as exactly as possible the meaning of source text.

2. Clarity

    Easy to understand.

3. Naturalness

Using natural forms of the target language in as appropriate as possible.

In order to achieve the three criteria of a good translation, the translator must choose the strategies wisely. Chesterman (2007) mentioned the most commonly strategies used in translation are syntactic, semantic, and pragmatic strategy.

Translators should also meet three essential requirements in order to perform their job successfully as Vallejo (2007) mentioned they must be familiar with:

1. The Source Language

2. The Target Language

3. The Subject Matter

There are many benefits by conducting this research. One of the advantages is people can use the proper translation strategy when translating movie, especially family drama movie. Generally, when subtitling process is performed the subtitler should apply different strategies based on the text and target viewer. Hopefully, through this research the subtitling process and the quality of movie subtitle would be better and more acceptable in the future.

The explanations above encourage the writer to conduct a research to analyze the subtitle translation of Night at The Museum movie.

1.2 Scope of the Study

There are many aspects of translation that can be analyzed in a dialogue text like the idiom usage, the accuracy of the translation, etc. However, this research will analyze Night at The Museum subtitled translation strategies and the effect of the strategies itself for the viewer.

1.3 Research Questions

This research paper will answer the following questions:

1. Which translation strategy is generally used in Night at The Museum movie translation?

2. What are the effects gained from the translation strategy that is generally used in Night at The Museum movie subtitle translation for the viewer?

1.4 Aims of the Study

The aims of the study is to find out which strategy is generally used in Night at The Museum movie subtitle translation and also to find out what are the effects gain from the translation strategy that generally used in Night at The Museum movie subtitle translation for the viewer.

1.5 Research Method

This research is using descriptive analysis method, therefore it can be considered as a qualitative method where the writer will describe the issue in this paper.

Achmadi and Narboku (cites in Mustofa 2006) states:

"Penelitian deskriptif yaitu penelitian yang berusaha untuk menuturkan pemecahan masalah yang ada sekarang berdasarkan data-data, jadi ia juga menyajikan data, menganalisis dan menginterpretasi."

1.6 Data Collection

In collecting the data, the researcher has some steps below. They are:

1. Observing the original VCD of "Night at The Museum".

2. Making the movie script from the film dialogues, both the English and Indonesian version.

3. Reading and comparing the script of original VCD of "Night at The Day Museum" and the script of English-Indonesian subtitle in the film.

4. Analyzing and describing the usage of subtitling strategies in the film.

5. Doing library research in order to get relevant theories.

There are several techniques known for collecting data. It could be through tape recording, experiments, questioner, direct interview and observation. The data needed to answer the second research question in this research acquired from interviews and questioner. The samples of this research are non-random sample which mean the samples are chosen by the writer.

a. Subject

The subjects in this research are forth year English department college students. The reason is that they are expected to be familiar with all the strategies of translation so that they can make a comment on the effects.

b. Instrumentation

The Night at The Museum movie will be given by the writer to the subject. Then, the subjects will make a comment on it.

c. Procedure

The procedures of this research are as follow:

1. Preparing the investigation

In order to have more understanding about the movie and find out some related references and material, the writer conducts library research and browsing some links in the internet.

2. Collecting the data

The "Night at The Museum" movie would be transcribed into sentences and phrases to make verbal transcription. The subtitles are also re-written to be compared with the verbal transcription presented in a table in appendices.

3. Analyzing the data

The theory proposed by Gottlieb (cites in Jaskanen 1999, p 11-12) will be used to analyze the data which have been categorized. The theory itself describes the strategies used by subtitler in rendering the meaning for subtitle. The strategies are as follow: Expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

4. Drawing conclusion

Some conclusions are taken based on the result of the analysis after all the stages of the research are conducted.

In order to get the data for answering the second research question, the writer will perform some procedures. They are:

1. Interview the subject.

2. Give and watch the movie along with the subject.

3. Interview the subject.

4. Give the subject questioner.

5. Check the questioner

6. Analyzed the result

1.7 Data Analysis

The data is acquired from the research. Then, the data will be analyzed using statistical method by using the formula:

$$P = \frac{F}{N} \times 100\%$$

P = Percentage
F = Frequency of subtitling strategy
N = Overall number of subtitling

This data then added by some other information from the direct interview to the sampling subject. The interview will collect some personal data from the subject.

1.8 Clarification of the Key Terms

In order to comprehend the notions underlying the title of this research paper, some terms are clarified as follow:

1. Translation: is the interpretation of the meaning of a text in one language (the "source text") in another word translating source text to target text.

2. Translation strategies: Strategies are also known as *shifts* or *procedures* or *techniques*. It is the strategy that use by translator to translate source text to target text.

3. The movie: Night at the Museum movie.

4. Viewer: People who watch Night at the Museum movie.