

CHAPTER 1

INTRODUCTION

1.1 Background

Every human being has language to communicate with each other. Language makes people able to share their feeling, their thought, their experience, etc. However humans live in different culture so they speak using their own way and create their own language. Those reasons make language vary in every country in this world. The diversity of language causes barrier of communication for people who speak different language and cannot share their language. In this case, translating appears to overcome such problems.

Translation is conveying the meaning of a text from the source language into the target language. It is strengthened by Newmark (1988:5), who says that “translation is rendering the meaning of a text into another language in the way that the author intended the text”. Meanwhile Larson (1984: 3) says “translation consists of transferring the meaning of source language into the receptor language”.

Through translation activity, people around the world are able to communicate without having misunderstanding and misconception. People can also enjoy many kinds of technical texts or literary works created in many countries.

Translating literary works is different from translating technical works. Translating literary works require much more skills than translating technical works; it involves feeling and sensitivity. The translator should consider such aesthetic value as the beautiful and natural sound of the source language text. The translator should also have a thorough knowledge about genre of the literary work he/she is working and the author's background which influence the style the author convey the story. As stated by Suparman (2003) cited in Nurfajar (2000)

A literary work translator, besides mastering the source language, target language and the field of the text he/she is translating, is also demanded to have the knowledge about things related to literature. It includes the understanding of author's background, language style, mood and other aspects in the literary works or example the way the author conveys the content of his/her literary work Thus, the translation results will no give a boring impression.

In the beginning, literature is only referred to a written medium but now the definition of 'written medium' or "text" has grown as the development of century; it shows the improvement of the new way of literary expression. Nowadays literature includes not only the visual but also the acoustic element (Audio). One of the media that now became the most favorable is Film or also known as Movie. In a term of literary, film is the symbiosis of word and image, film is a semi- textual genre that is influenced by literature (Klarer, 1998:1-3). It is clear that film is an audio-visual media, the visual can create the action and the audio improves the action through dialogue, and music, and sound effect

Films can be a tremendously influential and extremely powerful vehicle for transferring values, ideas and information. Different cultures are presented not only verbally but also visually and aurally, as film is a polysemiotic medium that transfers meaning through several channels, such as picture, dialogue and music. Items which used to be culture-specific tend to spread and encroach upon other cultures. (Szarkowska , 2005)

Through film people can express their idea, message, or even the entertainment. The biggest Film industry in the world is Hollywood. Hollywood produces a lot of qualified films in every year; the films are distributed in many countries, in English speaking countries and also non-English speaking countries. In the countries that do not use English as their first language, they will get a problem in understanding the movie. In order to make people around the world able to enjoy this form of literary works, translation is still needed, but for film it requires audiovisual translation.

Diaz-Cintaz (2005:1) states "Audio visual translation is the generic term that refers to the translation of products in which the verbal dimension is supplemented by elements in other media".

There are two kind of AVT, they are dubbing and subtitling, subtitling is the technique of audio visual translation in the form of written text while dubbing is in the form of spoken work.. "Subtitling can be defined as the process of providing synchronised captions for film and television dialogue (and more recently for live opera)" According to Coelh (2003) "while dubbing refers to any technique of covering the original voice in an audio-visual production by another voice"

In Indonesia subtitling is more preferable than dubbing it can be seen by the number of films that use subtitle in conveying the message of the dialogue. Almost all the Hollywood movies are subtitled in the cinema. This form of translation can be considered as a linguistic practice that consists in providing, usually at the bottom of the screen, a written text about the word has been said in the audio visual products such as TV program, videos or movies (Taylor, 2000:4).

The subtitle always determines the enjoyment of audience in watching a film. Unfortunately a lot of people do not seem to care about film subtitling, despite the fact that the subtitles take a big role in determining the comprehension of the audiences about the film story. This field of translation is still ignored in translation study, because of the reason the writer is interested in analyzing the film subtitling. The writer is interested to know how the subtitling strategy is employed; the writer will also analyze the translation errors that occur in the film subtitling. The writer chooses a film entitled “P.S. I Love You”, an American romantic comedy film directed by Richard LaGravenese, to be analyzed because this film is inspiring and enchanting. Besides, this film is adopted from the best selling novel written by Cecilia Ahem with the same title. The book reached #1 bestseller status in Ireland (for 19 weeks), the United Kingdom, the United States, Germany, and the Netherlands.

1.2 Research Question

The study will be developed based on the following questions:

1. What are the strategies used in subtitling the film entitled “P.S. I Love You”?
2. What are the translation errors in subtitling “P.S. I Love You” film?
3. What are the possible causes of translation errors subtitling “P.S. I Love You” film?

1.3 Limitation of the Study

The study will analyze the subtitling strategies in the film “P.S I love You” a 2007 American romantic comedy directed by Richard LaGravenese. The screenplay by LaGravenese and Steven Rogers is based on the 2004 novel of the same name by Cecelia Ahern. This study is limited in analyzing the subtitling strategies used in the film, the translation errors and the possible causes of translation errors.

1.4 Purpose of the Study

This study is aimed at:

- 1) Finding out the strategies used by the translator in subtitling the film entitled “P.S. I Love You”.
- 2) Finding out the translations errors in subtitling “P.S. I Love You” film.
- 3) Finding out the possible causes of translation errors in subtitling “P.S. I Love You” film.

1.5 Significance of the Study.

The reason why the writer chooses the particular topic, because audiovisual has recently become a topic of interest within the discipline of translation studies (Taylor, 2000)

This study is expected to analyze the strategies in audiovisual translation through subtitle used by the translator in subtitling the movie “P.S. I Love You”. The writer expects this study will bring some benefit for those who are interested in this field of study, especially movie subtitling as an Audio Visual Translation.

1.6 Data Source

The data of this study is the film entitled “P.S. I love You” a 2007 American romantic comedy directed by Richard LaGravenese. The screenplay by LaGravenese and Steven Rogers is based on the 2004 novel of the same name by Cecelia Ahern

The writer chooses this film, because this film is inspiring and enchanting. Besides, this film is adopted from the best selling novel with the same title, it was published in 2004. The book reached #1 bestseller status in Ireland (for 19 weeks), the United Kingdom, the United States, Germany, and the Netherlands.

1.7 Methodology

1.7.1 Research Procedure

The method in this research is the descriptive method with qualitative approach. Fraenkl (1993) explains that the aim of qualitative study is “to investigate the quality of relationship, activities, situation, or material”. Considering the subject of this study, the writer assume that qualitative study is appropriate to be applied in this research because the writer attempts to identify, to analyze and to describe the strategies in film subtitling.

This study use descriptive method in presenting the data. Fraenkl and Wallen (1993) state that descriptive method is used to explain analyze and classify something through various techniques, survey, interview, questioners, observation and test. Since the data are descriptive, the writer investigates the data without controlling or giving any treatment to variable. A descriptive method is applied in

presenting data, the analysis and its finding. This method would systematically, factually, and accurately describes or illustrates the facts, characteristics and relationship of the researcher elements.

1.7.2 Data Collection and Data Analysis

In collecting the data, the writer collects the data from:

- a. Original VCD of film entitled “P.S. I Love You” distributed by PT. Movie Prime Entertainment.
- b. Movie script, which consist of the dialogue in “P.S. I Love You” film.
- c. Subtitle script taken in this film.
- d. Doing library research to find out the valid references. It includes from the books and the results of previous research.

After collecting the data, the writer takes some sample using the purposive-snowball sampling, which means that the writer selects some data which considered representative and able to give the new information until the data is redundancy (Guba, 1982 qtd. in Sugiyono, 2008). The writer identifies the subtitle of the movie by comparing to the movie script, and then the writer determines the findings based on the subtitling strategy and the translation errors, and analyzes it. After the interpretations of the strategy, and the translation errors in film subtitling, the writer also tries to find out the possible causes of translation errors in film subtitling. The writer reports the findings in descriptive narrative form rather than a scientific form.

1.8 Organization of the paper.

The writer organizes this paper into five chapters as follows:

Chapter I:

This chapter contains introduction, which discusses background, research question, the limitation of the study, purpose of the study, significance of the study, data source, methodology (research procedure, data collection and data analysis), and organization of the paper.

Chapter II:

This chapter contains literature review, which provides translation theory, definition of translation, translation process, film translation, definition of film, Audio Visual translation, definition of subtitling and subtitle, subtitle process, subtitling strategies, translation errors and recent researches.

Chapter III:

This chapter contains research methodology. It is divided into formulation of problems, and research procedure which includes method of the research, data collection and data analysis.

Chapter IV:

This chapter reports the finding, including analyzing the data from the film and subtitles script, and it contains the writer's interpretation of the result of her research.

Chapter V:

This chapter contains conclusions and suggestion.

