

CHAPTER I

INTRODUCTION

1.1 Background

The demands for quality movies have encouraged every film industry or film maker to create an interesting story of the movie in order to attract viewers' attention. Nowadays, movie has become one of the most profitable industries because so much money always revolves in this industry. Every country is challenged to be a great country of film industry. Bollywood in India and Hollywood in United States are only two samples of countries which are competing to produce movies that are suitable with the viewers' want. However, many countries still consider Hollywood as the center of film industry in the world. One of the ways of Hollywood to maintain their viewers is by producing movies that can be enjoyed by people who come from multilingual nations. In addition, movie goers need language transfer from the original version to their own language, in order to make them easier to understand the messages in the film

Actually, there is a specific term for films translation that is Audiovisual Translation (AVT). Audiovisual Translation (AVT) covers two main types of film translation, they are subtitling and dubbing. Coelh (2003) defines subtitling as the process of providing synchronised captions for film and television dialogue (and more recently for live opera); while dubbing refers to any technique of covering the original voice in an audio-visual production by another voice. In simple way,

we can define subtitles as a textual version of the film's dialogue that appears on screen (<http://en.wikipedia.org/wiki/Subtitle>).

Subtitle is sometimes added to films when they are released in a country that uses a different language to the language used in the film. It is done in order to broaden the selling market of the film. Subtitle is widely used in many films when some dialogues are spoken in a foreign language; for example, in *Star Trek*, when the *Klingon* language is spoken, subtitles are often placed on the screen to enable the viewers to understand what is being said.

As *Wikipedia* encyclopedia explains;

One recent controversy about the necessity of subtitles involved the Mel Gibson movie "The Passion of the Christ". All the dialogue in this film was in Aramaic, Latin and Hebrew instead of modern English. In this case, Gibson initially intended not to include subtitles, in the belief that the audience already knew the story, but the distributors ordered him to include them, arguing that audiences would refuse to watch a film whose dialogue was entirely untranslated (<http://en.wikipedia.org/wiki/Subtitle>).

When talking about subtitle, we also talk about the movie itself. One of the new favorite types of movie today is science fiction. Movie goes like this kind of film because the theme of science fiction not only tells about alien beings but also raises the issue of the events recounted within the realm of future possibility that is really important. Most science fiction movies have been adapted from science-fiction literature, scientist research report and comic scripts. As an illustration, "War of the World" film is adapted from the masterpiece of George Herbert Wells and "The Day After Tomorrow" is adapted from the global warming report. Hartwell and Cramer (2004) state that science fiction is a genre of fiction set in

some imaginary time or place. Consequently, science fiction movie will carry the viewers to immerse themselves in an imaginary world for a short period of time.

In this research, the researcher focuses on the subtitling techniques because it is mostly used by the film industry all over the world. Gottlieb clarifies that subtitles tend to be favored for tradition reasons in Scandinavia, the Netherlands, Belgium, Portugal, Greece, Israel, Egypt, and throughout the Arab world. By contrast, dubbing is the standard method of translating film in a number of European countries such as France, Germany, Italy and Spain (Dries: 1995, p.10 in Gottlieb in Coelh, 2003).

Subtitling becomes a preferred mode of translation not only because the financial considerations which are more economical, but also because of the viewers' perception in subtitling countries that consider retaining the authenticity of the original production is more important than the economic advantages (Gottlieb 1997:310 in Szarskowska, 2005). Although, from the industry point of view, subtitling plays an important part in movie because subtitling is considered the cheapest way for getting international viewers and markets. It does not mean that subtitling is not made seriously. The film industries, film makers and subtitlers have attempted to increase the quality of the subtitling itself because many viewers still consider films as means of improving knowledge of foreign languages.

The subject of the study is the science fiction film "The Day After Tomorrow" directed by Roland Emmerich. It is about a global warming phenomenon where a climate shift happens. This phenomenon destroys the

climate system of the earth. The polar cap melts into the sea, so it causes a rapid change in current temperatures. The global warming has pushed the planet over the edge and into a new ice-age. It will happen during one global super storm.

1.2 Reasons for Choosing the Topic

The reason for choosing this topic is influenced by the researcher interest of translation subject and also caused by the emergence of the science fiction film “The Day After Tomorrow” that focuses on real phenomenon. The Day After Tomorrow is considered as one of the best science fiction movies of the year because the basic idea of the film comes from a scientific report. The report shows the affect of the global warming that changes this world to be the world that covers by ice. This global warming becomes a main issue today since many environment activists campaign to stop the global warming. The film also provides knowledge for the viewers that the global warming is dangerous, so this film should be watched by all the people all over the world.

In relation with the reasons above, the researcher assumes that in the processes of subtitling itself, the subtitler may use several subtitling techniques and it is possible that the original message cannot be transferred perfectly even though the diction and the grammar are correct. It can happen when the subtitler did not fully understand the context or when there are sentences that are culturally untranslatable. Therefore, the researcher would like to analyze the subtitling strategies used by the subtitler in subtitling the science fiction film entitled “The Day After Tomorrow” directed by Roland Emmerich.

Hopefully, this research will enrich the knowledge for those who want to be subtitler because we can know the subtitling strategies that are used by the subtitler in subtitling science fiction film.

1.3 Limitation of Study

Basically, there are two types of films translation. They are subtitling and dubbing. Nevertheless, the researcher only focuses on subtitling that is mostly used in transferring a language in films. To be more specific, this research is limited only to the subtitling strategies and its strengths and weaknesses in subtitling the science fiction film “The Day After Tomorrow”.

1.4 Research Question

The questions formulated in this paper are:

1. What are the subtitling strategies used by the subtitler in subtitling the science fiction film “The Day After Tomorrow”?
2. What are the strengths and weaknesses of the strategies used in subtitling science fiction film “The Day After Tomorrow”?

1.5 Aim of Study

To answer the questions above, the aims of the study are formulated as follows:

1. To find out the subtitling strategies used by the subtitler in subtitling the science fiction film “The Day After Tomorrow”.
2. To find out the strengths and weaknesses of the strategies used in subtitling science fiction film “The Day After Tomorrow”.

1.6 Significance of the Study

The result of the study is expected:

- 1 To give valuable information to the students and subtitlers on how to analyze strategies that are used in subtitling a film.
- 2 To give a good example for everyone who want to be a subtitler on how the strategies in subtitling science fiction film are applied.
- 3 To give a valuable input for the film industries, film makers and subtitlers to improve the quality of their films' subtitles

1.7 Research Method

In conducting the research, the researcher employs a descriptive method to gain the goals of the study. By using this method the researcher attempts to define, classify, analyze, and describe the collected data.

As Gay L.R in *Anggareni* (2004:37) says:

A descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer question concerning the current status of the subject of the study.

Maxwell (1996) states that this kind of approach focuses on specific situations or people and emphasizes on words rather than numbers. The researcher believes that descriptive methods is appropriate for this study because the goal of this research is systematically, factually, and accurately describes or illustrates the fact, characteristics and relationship of the researched elements.

1.8 Data Collection

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

1. Observing the original VCD of "The Day After Tomorrow".

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 “the Day After Tomorrow” and the script of English-Indonesian subtitle in the film.
4. Analyzing and describing the usage of subtitling strategies in the science fiction film.
5. Doing library research in order to get relevant theories.

1.9 Data Resources

The main data of the research is taken from the original VCD of science fiction film “The Day After Tomorrow”. Movie script is taken from the film’s dialogues and the subtitle script is also taken from the original film. The researcher transfers both dialogues and subtitle into written text.

1.10 Organization of the Paper

The paper will be organized as follow:

Chapter I

This section contains introduction which is divided into background, the reason for choosing the topic, limitation of the study, the significance of the study, research question and the aims of the study, research method, data collection and data resources, and organization of the paper.

Chapter II

This section contains literature review, which serves a set of the relevant theories as a basis for investigating the research problem. They are the definition of

translation, translation process, methods of translation, translation procedures, audiovisual translation and definition of subtitling, subtitling process and subtitling techniques, the general knowledge about motion pictures and science fiction films, and the recent researches.

Chapter III

This section includes the methodological of the research, which discuss the steps and procedures of the research, the reasons for choosing its procedure and the techniques of data collection and data analysis.

Chapter IV

This section reports the research findings, including the analysis of the data and also contains the researcher's interpretation of the result of the research.

Chapter V

This section contains conclusion and recommendation for further research in accordance with the result of the research.