

CHAPTER I

INTRODUCTION

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

1.1 Background

Movies have broad and various purposes, for example entertainment, education, and commercial purpose. Diaz Cintas and Anderman (2009) say that movies aim at informing, arguably sometimes misinforming, selling, entertaining, or educating. Furthermore, Gottlieb (2004) states that already today, movies are marketed in some versions of different languages. When foreign movies are imported, they are translated in order to be broadcasted in the language of the place where the movies will be seen (Rodríguez & Gomez, 2012).

A subtitle as a form of movie translation is different from a literal translation. A literal translation only means written text rendering in one language into written text in another language (Gottlieb, 2004), while a subtitle is a translation of both written and spoken text which is appeared or uttered on the screen. Georgakopoulou (2009) explains that a subtitle is “condensed written translations of original dialogue which appear as lines of text, usually positioned toward the foot of the screen” (p. 21). A subtitle does not replace the original text, but rather presents in synchrony with it (Georgakopoulou, 2009). Otherwise stated, a subtitle runs along with the narrator’s or actor’s voice/dialogue so a subtitler must consider the length of the subtitle without losing the meanings of the original text. As a language study, subtitling is in the field of audiovisual translation. According to Neves (2009), this field had been addressed as a branch

of translation studies in its own right starting in the late 1950s (as cited in Diaz Cintas & Anderman, 2009).

The theory of subtitling differs from the theory of translation. It is found that the theory of translation cannot be applied functionally in a subtitling research (Diaz Cintas, 2004). Therefore, the theory of subtitling strategies by Gottlieb (1994) was used in the research. There are ten subtitling strategies that are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation was used in the research (as cited in Ghaemi & Benyamin, 2010, and Eriksen, 2010). By using the theory, the subtitle in an Indonesian movie entitled *7 Hati 7 Cinta 7 Wanita* was analyzed in the research.

Qualitative methodology was used in the research. Furthermore, the research was limited to analyzing English subtitles of Bahasa Indonesia dialogues in the movie. Therefore, monologues or another language dialogues were not analyzed. To do the analysis, to enrich information, and to develop idea in the research, relevant secondary data were collected from libraries and the Internet. The examples of secondary data are books, journal articles, and thesis that are in English.

1.2 Research Questions

Research questions are utterly required in conducting research. Hodgkinson (2009) says that research is concerned with answering relevant and researchable questions. The research answered the following questions:

1. What subtitling strategies are used in the movie *7 Hati 7 Cinta 7 Wanita*?
2. In what cases and what ways are subtitling strategies used in the movie *7 Hati 7 Cinta 7 Wanita*?

1.3 Aims of the Research

The research was conducted with several aims as follows:

1. To determine the subtitling strategies that are used in the movie *7 Hati 7 Cinta 7 Wanita*;
2. To investigate the cases and the ways in which the subtitling strategies are used in the movie *7 Hati 7 Cinta 7 Wanita*;

1.4 Research Methodology

This section explains the research design, the data sources, as well as the data collection and the data analysis in brief.

1.4.1 Research Design

The method used to conduct the research was a qualitative method. It involved an interpretive and naturalistic approach to analyze subtitles in their natural settings. Lincoln (2000) explains that research with qualitative method is conducted to study things in their natural settings (as cited in Ospina, 2004). Lincoln (2000) adds that qualitative research attempts to interpret or to make sense of phenomena in terms of the meanings people bring to them (as cited in Ospina, 2004).

Moriarty (2011) states that a qualitative method is a broad term that can be applied to a range of research disciplines, such as language research. There are no attempts made to manipulate the situation under qualitative research as is the case with experimental quantitative research (Hancock, 2002). Consequently, data manipulation and variables addition were not performed in the research.

1.4.2 Data Sources

The data in the research were texts. Bryman and Burgess (2002) as well as Powell and Renner (2003) say that the data in qualitative research are primarily those in the form of texts.

The primary data of the research were taken from the transcription of the dialogues (Bahasa Indonesia) and the subtitles (English) of the movie entitled *7*

Hati 7 Cinta 7 Wanita. The length of the movie is 1:36:38 (one hour, 36 minutes, and 38 seconds). This movie was released in 2010 under the production house of Anak Negeri Film. The movie was directed by Robby Ertanto. The subtitle was produced by Andrea Lucman. The research was limited to analyzing the subtitling strategies that were used for Bahasa Indonesia dialogues of the movie so that monologues or another-language dialogues were not analyzed.

To analyze the primary data, to enrich information, and to develop idea in the research, relevant secondary data were collected from libraries and the Internet. The examples of secondary data are books, journal articles, and thesis that are in English.

1.4.3 Data Collection and Data Analysis

The research used sampling method in collecting the data. Latham (2007) says that sampling method means to take “a representative selection of the population and using the data collected as research information” (p. 2).

Furthermore, there are two standard categories of sampling method, namely probability sampling method and non-probability sampling method (Latham, 2007). Non-probability sampling method was used in the research as the data were not randomly sampled. Five hundred and twenty five pairs of dialogues-and-subtitles were selected by dividing the duration of the movie into three parts. The three parts represent the beginning, the middle, and the last part of the movie. Each part substitutes 175 pairs of dialogues-and-subtitles that were taken in chronological order. In detail, the steps of the data are as follows:

1. Watching the movie in order to comprehend the whole story of the movie;
2. Dividing the duration of the movie into three parts;
3. Converting 175 dialogues in each segment (total 525 dialogues) into written form as well as retyping their subtitles;

4. Collecting secondary data—textbooks, dictionaries, journals—from library and the Internet for the literature review. The literature review was used as the theoretical and methodological contribution to the research. This step may overlap the steps of the data analysis as needed.

After the data were completely collected, they were analyzed by the selected theoretical framework. Furthermore, the results were discussed in the findings. In detail, the steps of the data analysis are as follows:

1. Juxtaposing the transcription of the dialogues and the subtitles of the movie;
2. Identifying and codifying the subtitling strategies of the subtitles according to Gottlieb's (1994) theory of subtitling strategies;
3. Calculating the total number and the percentage of every subtitling strategy occurrence with the following formula:

$$P = f/n \times 100\%$$

P= percentage of a subtitling strategy occurrence

f= frequency of a subtitling strategy occurrence

n= frequency of all subtitling strategies occurrence;

4. Presenting the results in tables and figures;
5. Interpreting and presenting the findings;
6. Concluding the research and giving suggestions for further research.

1.5 Clarification of Key Terms

Some key terms that often occur in the research paper are clarified in this section in order to avoid misunderstanding. The clarification of the key terms is constructed based on the definitions that are proposed by some scholars. The key terms are clarified as follows:

1. Translation

According to Newmark (1988), translation is “rendering the meaning of a text into another language in the way the author intended the text.” (p. 5). In addition, Nida and Taber (1975) say 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 (as cited in As-Safi, 2011).

2. Audiovisual translation

Audiovisual translation is considered to be a branch of translation studies (Reich, 2006). It is an umbrella term that makes reference to verbal language transfer that is transmitted and accessed both visually and acoustically (Chiaro, 2008). Audiovisual translation is different from literal translation. Audiovisual translation refers to the translation of audiovisual format and its contents (Diaz Cintas, Orero, & Remael, 2006).

3. Subtitle and subtitling

Subtitle is “condensed written translations of original dialogue which appear as lines of text, usually positioned toward the foot of the screen” (Georgakopoulou, 2009, p. 21). Danesi (2009) adds that a subtitle is a dialogue which appears as a translation at the bottom of the screen in a movie or television show in a foreign language. Meanwhile, subtitling is the process of creating subtitles. Shuttleworth and Cowie (1997) as cited in Ghaemi and Benyamin (2010) define subtitling as the process of providing synchronous captions for movie and television dialogue.

4. Subtitling strategies

Subtitling strategies are strategies that are adopted in the making of subtitles. According to Ghaemi and Benyamin (2010) as well as Eriksen (2010), Gottlieb’s (1994) subtitling strategies include expansion, paraphrase, transfer,

imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

1.6 Organization of the Research Paper

The research paper is organized into five chapters as follows:

- **Chapter I: Introduction**

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

- **Chapter II: Theoretical Foundation**

This chapter reviews some theories that become the foundations in conducting the research. This chapter explains about audiovisual translation, subtitle and subtitling, subtitling strategies, as well as about dialogues length and speech rate. Previous research about subtitling are also provided.

- **Chapter III: Research Methodology**

This chapter provides the explanation of the research methodology that was used in the research paper. The chapter consists of the research questions, the research design, the data sources, the data collection, and the data analysis.

- **Chapter IV: Findings and Discussions**

This chapter discusses the findings of the research paper. It answers the research questions that were aimed at determining the subtitling strategies that are used in the movie *7 Hati 7 Cinta 7 Wanita* as well as investigating the cases and the ways in which the subtitling strategies are used. Some examples, tables, and figures are provided in the chapter to make the discussions of the findings clearer.

- Chapter V: Conclusions and Suggestions

This chapter concludes the findings of the research paper. It also provides the suggestions for the academic community of subtitling studies. It suggests some points that should be considered in conducting further research about subtitling based on the experience in conducting the present research.

