

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It involves the background, the scope of the study, the research questions, the aims of the study, the significance of the study, the clarification of key terms, and the organization of the paper.

1.1 Background

This study aims to analyze the utilization of translation procedures in the subtitle of *Perfume*. The fact indicates that everybody lives around different languages. Every country has its own language, so the translation of source language (SL) into target language (TL) becomes necessity. It can be concluded because everyone needs to communicate each other through language. To support this conclusion, Spolsky (1998: 3) says that “one of the principal uses of language is to communicate meaning”. This is consistent with what is said by Sapir in Bassnett (1991: 13), he claims that language is a medium of expression. These statements emphasize that language has significant role as communication device.

So, it can be said that language is a tool to convey messages, ideas, and feelings. To deliver the intended message of the SL, a precise translation is

needed. It can be obtained if a translator applies appropriate translation procedures. This case gives the writer a challenge to examine the use of translation procedures. One kind of translation that is often found is audiovisual translation (AVT) in a film. Film is work of art that is watched by many people from various languages, so the film must be understood and enjoyed by the viewers. To achieve those purposes, the film must be translated first into the target language (TL).

Here, subtitle is needed to transfer the content of the film. The process of audiovisual translation is different from printed translation. While the printed translation is focused only on the text itself, audiovisual translation relates to visual image and soundtrack. They work together to create the whole unity. So, the subtitler has to be able to understand the movie first. Furthermore, an important function of subtitle becomes a motive to do the research.

There are several reasons for choosing '*An Analysis of Translation Procedures in the Subtitle of Perfume*' as the title of the research. The first reason which creates the foundation of the study is that translation works are always needed in our society because we live around languages and misunderstanding often happens, so the writer is curious about the use of translation procedures and how to make a good quality translation. The second relates to translation procedure as the topic of this research, the writer chose translation procedure because it plays its own role in constructing a text to be readable. The third reason deals with the role of subtitle in a film then, subtitle becomes the selected object to be analyzed because it has an important position in making a film. Nowadays,

the demands of high quality film have made film makers compete to create a best seller film. It means that all of the elements of its film must be good, so it makes the writer interested in subtitling field. Meanwhile, the last reason is that *Perfume* itself is one of best seller films which get Saturn Awards nominations, especially for best writing that is represented by Andrew Birkin. It shows that the whole text of this film has a good quality, hence the writer challenges to examine the quality of translation in this film.

In the case of translating subtitle, a translator must select the appropriate techniques of translation to get the intended sense. Thus, the use of proper procedures in subtitle can create a good effect that will stimulate, and motivate the viewers to give their responses. According to Newmark (1988) “translation procedures are used for sentences and the smaller units of language”. To get the best translation the translator transfers the meaning of the text by using some different procedures. There are several kinds of translation procedures that are proposed by some experts such as Newmark (1988), Vinay and Darbelnet (2000) and Catford (1965). Among them are literal, transference, through-translation, paraphrase, shift or transposition, modulation, etc.

This study focuses on identifying the application of translation procedures and the quality of translation in the *Perfume* film. Hopefully the result of this study can give new knowledge and information to produce good translation work, especially about the use of translation procedures in the field of subtitling.

1.2 The Scope of the Study

In order to have an optimal result from the research, the scope of the study will focus only on finding out the types of translation procedures and to identify the translation quality of English-Indonesian subtitle of *Perfume*. In analyzing those things the writer classifies the textual evidences from the subtitle according to the translation procedures and checks the quality of *Perfume* subtitle.

1.3 Research Questions

The research questions of this study are:

1. What translation procedures are found in the subtitle of *Perfume*?
2. How is the quality of translation in the subtitle of *Perfume*?

1.4 Aims of the Study

Based on the research questions above, the aims of the study are:

1. To find out the translation procedures that are used in translating *Perfume* film.
2. To identify the quality of translation in the *Perfume* film.

1.5 The Significance of the Study

The study is significant for three aspects; the first is theoretical significance which is expected to enrich the findings of previous research. It can be done by adding some new information about translation research. The second is professional significance that is hoped to provide new inputs and ideas to professional translators in translating the text, particularly the film subtitle. The last is practical significance that has a function as practical guidance to translators and students to enhance their translation skills in subtitling field, especially in the process of choosing the appropriate translation procedure.

1.6 Clarification of the Key Terms

To avoid misunderstanding in this chapter, the researcher has clarified the terms below:

1. Translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988).
2. Analysis is the detailed study or examination of something in order to understand more about it (Hornby, 2005).

3. Procedure is a way of doing something, especially the usual or correct way (Hornby, 2005).
4. Subtitle is words that translate what is said in a film or movie into a different language and appear on the screen at the bottom. Subtitles are also used, especially on television, to help deaf people (Hornby, 2005).
5. Subtitling is a (1) written, (2) additive (i.e. new verbal material is added in the form of subtitles), (3) immediate, (4) synchronous, and (5) polyhedral (i.e. at least two channels are employed) form of translation (Gottlieb, in Jaskanen, 1999).
6. Audiovisual translation (AVT) is a term used here to cover subtitling and dubbing as well as the wide variety of translational activity they entail, is undoubtedly one of the commonest forms of translation encountered in everyday life in contemporary societies (Jaskanen, 1999).

1.7 Organization of the Paper

This paper will be organized into five chapters as follows:

Chapter I: Introduction

This chapter presents the background of the study, the scope of the study, the research questions, the aims of the study, the significance of the study, the clarification of the key terms, and organization of the paper.

Chapter II: Literature Review

This chapter provides the theoretical framework of the study, including the basis theories for investigating this research.

Chapter III: Research Methodology

This chapter describes the research method of the study and the description of procedures used in investigating the data of the research, including the data collection and data analysis.

Chapter IV: Finding and Discussion

This chapter provides the result of the study including the analysis of the data using the theoretical framework.

Chapter V: Conclusion and Suggestion

This chapter contains the writer's interpretation of the research findings in a form of conclusions and suggestions.

