CHAPTER I

INTRODUCTION

1.1   Background

Television is one of the media entertainments that almost everyone can enjoy. There are various kinds of television programs which are presented by many TV stations in Indonesia, for instance: news programs, music programs, movies, etc.

For movies, recently the Indonesian people can enjoy not only Indonesian but also foreign movies which are imported from abroad, such as Latin drama (Telenovela), India movies (Bollywood), and English-speaking movies (Hollywood movies). Those movies are presented in every genre, such as cartoon or animated film, drama movie, action movie, and comedy movie.

English-speaking movie is a kind of movie which is frequently imported to Indonesia and also in different genres. This is because English has become an international language, and this is familiar for Indonesian people. Moreover, there have been many translators who are able to translate English.

Those movies should be translated into Indonesian especially for those who do not understand the language. Thus, they can watch the movies without finding any difficulties in understanding the story. The translation field which is assigned to translate movie translation is called Audiovisual Translation (AVT).

AVT is divided into two major forms, they are: Dubbing and Subtitling. Jaskanen (1999:3) stated:

> Audiovisual translation covers subtitling and dubbing as well as a wide variety of transitional activity they entail, which actually has become one of the commonest problems in everyday life in contemporary societies.

(Jaskanen, 1999:3)

While each country cultivates a different tradition of translating movies. In the usage of movie translation, every country has different requirements of dubbing and subtitling. *The Routledge Encyclopaedia of Translation Studies* (1997: 244) described the characteristics of countries according to the type of movie translation they use. First, there are the subtitling countries which are characterized by a high percentage of imported movies, thus there is a great and steady demand for translation, for example: Netherlands, Norway, Sweden, Denmark, Greece, Slovenia, Croatia, Portugal and some non-European countries.

Second, there are dubbing countries which are mostly due to historical reasons since in the 1930's dubbing became the preferred mode of movie translation in the world's big market speech communities, for example: French, Italian, German, and Spanish-speaking countries. In these countries the overwhelming majority of movies undergo the process of dubbing.

The process of audiovisual translation is not as easy as we imagine. There are also many difficulties in doing this process, one of the difficulties is when the translators might face "multi media performance". According to Schwardz (2003:2) in translating multi media performance the dialogue of the movie should work together with visual image, soundtrack, and movies. The first thing that the translators should do in this process is that they have to understand the movie that

they are about to translate. The second thing is that they have to recognize what kind of movie is that. The third thing is that they have to decide what kind of language that they are going to use. For example, for child movie the translators have to use simple language to make the target movie audiences understand.

Dubbing is the way of translation which is often found in Indonesia for motion pictures movies, especially for cartoon or animated film. Cartoon or animated film is that which uses the image or other static materials, such as table, dolls, caricature, etc, being revived by using animation technique.

In addition, Tanis (2004) defines motion pictures as a series of images that are projected onto a screen to create an illusion of motion. Motion pictures are also divided into many types of movies, but the most significant categories are animated films, science-fiction movies, documentaries, educational movies, industrial movies, feature movies, and experimental movies.

The reasons why animated films in Indonesia tend to use dubbing rather than subtitling method is that because the target audiences are children. Indonesian children use Indonesian language as their mother tongue. Therefore, for those who have not been able to read tend to watch the movies by listening to the dialogue rather than reading the text. Besides, it will also make them easier to understand the story of the movie by focusing only on the image.

Dubbing has two meanings in the process of television production. First, it is used to describe the replacement of one soundtrack (music, sound effects, dialogue, and natural sound) by another. Second, it is a post-production activity such as the

addition of music and sound effect to the original dialogue, in order to make the visualization more perfect.

Moreover, Hassanpour (2000:14) proposed that dubbing is the form of language transfer, which is the replacement of the dialogue and narration of foreign or source language (SL) into the language of the viewing audience, the target language (TL).

In general, the applications of a method for automatic audio visual dubbing of movie cover cinematic movies, cartoons, documentaries, advertizing, news, educational programs, court documentations, speeches, lectures, historical documentation, hearing committees, home videos, sports events, entertainment events, operas, musicals, musical video-clips, simultaneous translation, and adding speech to sequences of either original or added still frames of the aforesaid.

There are many international movies from many countries and many genres of movies which have been translated into Indonesian. But there are still some dubbed or subtitled movies which have no criteria as good movie translation. Larson (1984:6) mentioned the characteristics of good translation in three stages. First, the translation uses the normal language forms of the receptor language. Second, it communicates as much as possible, to the receptor's language the same meaning as that was understood by the speakers of the source language. Third, it maintains the dynamics of the original source, meaning that translation is presented in such a way that it will, hopefully, evoke the same response as the source text being attempted to evoke.

Especially, the dubbed version movie not only has to consider the criteria of good translation but also regarding the visual synchronization, such as phonetic, kinetic, and isochronal synchronization. In addition, the translators also have to think about the cultural variation, accents, dialects and the presence of different languages in the same movie.

By those explanations, in order to study about translation in dubbing, *Shrek* cartoon movie is chosen and brought up here as the evidence in doing the research. It is an American animated-comedy movie which was written by Ted Elliott. The movie was produced and distributed by Dream Works film animation in 2001.

1.2   The Reasons for Choosing the Topic

The topic of this research focuses on the translation strategies in dubbed version cartoon movie entitled *Shrek*. Actually, the movie was produced in three series. Those series have been presented successfully to the audience until today. But, the researcher decided to chose the first series for the subject of the research, because it was the only Shrek movie which was presented in dubbed version in Indonesia.

The researcher has a special interest in *Shrek* movie. It entertains both children and adult. The simple plot and colorful characters that keep the children entertained, but the jokes and adult humor make sure that it also keeps the older generation happy.

In addition, *Shrek* has been nominated as the best children movie by One India advertisement website in 2001. Digital Media FX Magazine also stated that

Shrek was the best animated feature of the year. Based on those statements, the researcher wants to prove about its peculiar features.

The main reason for choosing this topic is influenced by the researcher's interest of translation subject, especially on Audiovisual Translation (AVT). The study about AVT is more emphasized on subtitling rather than dubbing up to this moment. Thus, the researcher wants to increase her comprehension deeply on dubbing.

Moreover, the reason for choosing the cartoon movie as the topic of the research is that because recently there are many dubbed version cartoon movies which are presented in every television program in Indonesia. They come from various countries, such as Japan, China, and America. Thus, the researcher wants to know about the translation quality of the movie itself.

1.3   Statement of the Problems

In questioning the phenomena of the strategies used in translating dubbed movie, the researcher proposes three formulations as follows:

1. What strategies are used in translating the transcript of cartoon movie entitled *Shrek*?

2. What are the translation mistakes and their causes in this movie?

3. How is the translation quality in *Shrek* dubbed cartoon movie according to the requirements of good translation standard of dubbing?

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1.4   The Scope of the Study

This paper has to do with an analysis of movie translation. Basically, there are two types of movie translation, dubbing and subtitling. However, this research will only focus on dubbing analysis. To be more specific, this research is limited only on the dubbing strategies, translation mistakes in dubbed movie, and the quality of dubbing translation.

Moreover, the translation mistakes in dubbed movie are also limited so that the investigation will be based on translation aspects from the verbal transcription and related to the visual synchronization.

1.5   The Aims of the Study

This study is purposively conducted to investigate the translation strategies used in translating the dialogues of *Shrek* cartoon movie, and to find out the translation mistakes occurred in the dubbed movie and the causes of them. Furthermore, the researcher wants to find out the general quality of translation in the movie by comparing the English version movie with the Indonesian dubbed version movie.

1.6   The Significance of the Study

The study is of significance that is expected to enrich the comprehension of translation, especially the translation strategies in dubbing. It is also based on the

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consideration that the study about dubbing is still rarely found in English Department of Indonesia University of Education.

1.7 The Clarification of Key Terms

a. Translation

Translation is a process of rendering meaning of a text of one language into another. (Newmark 1988:5)

b. Audiovisual Translation

Audiovisual translation is basically a term referring to film translation. It is one of the translation areas which mostly affected by the advent of digitalization. There are two types of audiovisual translation, they are: Subtitling and Dubbing. Each of these has a different way of translating the text from the source language (SL) to the target language (TL).

c. Dubbing

The form of language transfer is the replacement of the dialogue and narration of foreign or source language (SL) into the language of viewing audience, the target language (TL). (Hassanpour 2000:14)

d. Dubber

The person who speaks, narrates, sings, or interprets the target language text. The dubber can be the same as the actor.

e. Movie/Film/Motion Picture

A sequence of consecutive pictures (also called frames) photographed in succession by a camera or created by an animator, e.g. cinematic feature movie, advertisement, video, animated cartoon, still video picture, etc.

f. Cartoon/Animated Film

Cartoon or animated film is that which uses the image or other static materials, such as: table, dolls, caricature, etc, are being revived by using animation technique. It belongs to motion picture's category.

1.8 The Organization of the Paper

This paper will be written into five chapters and the chapters will be divided into sub topics that will elaborate the issues given.

Chapter 1 is Introduction. This chapter consists of background of the study, reasons for choosing the topic, statement of the problems, scope of the study, aims of the study, significance of the study, research methodology, clarification of key terms, and organization of the paper.

Chapter 2 is the Theoretical Foundation. This chapter provides the theories of translation, theoretical frameworks on the issue which are audiovisual translation, dubbing, translation strategies, translation mistakes, and evaluating dubbing product, and also explains the research subject.

Chapter 3 is the Research Methodology. This chapter explains about the method of the study, procedures and stages of the research employed by the

researcher. The points of the chapter consist of research design, procedure of the research, data collection techniques, and data analysis.

Chapter 4 is the Research Findings and Discussion. This chapter discusses and provides the answers toward all statement of the problems.

Chapter 5 is the Conclusion and Suggestion which close the paper. This chapter provides the result of the analysis and suggestion for further research.