

CHAPTER I INTRODUCTION

A. Background

Nowadays, film is popular media. Along with the technology progress, film has better sound, more colorful and more entertaining. Film has become easier to get, cheaper but high in quality. Together with that, film grows to be people's needs. People need something to refresh their mind after doing many routine activities or even only to entertain them. So, watching film is one of their choices to refresh their mind. They can play the films in many media players according to the type of the films. This situation is unlike many years ago, where film was very expensive to watch, even less to have it. People, who could have it, were only rich men. Along with the economic progress, film has become a valuable commodity which has delivered a big and promising profit.

Most films in Indonesia come from Hollywood, for example, popular films such as: 1) *The Lord of the Rings*, 2) *Spiderman*, 3) *Harry Potter*, even the religious films, such as: 1) *The Passion of the Christ*, 2) *My Name is Khan*, up to the newest films, such as *Twilight: Eclipse* and other kinds of popular films. However, there is a problem in this condition, i.e. the difference of language used. Many of popular films are written in English, which are difficult to understand by Indonesian people. Therefore, the film producers must transfer English to certain target language, in this case Indonesian language, in order to make easy the audience to enjoy the films. They require

transferring language method named subtitling. As Luyken *et al.* (Mulyono, 2007: 4) said that:

Where...a play, film or series attempts to portray life in particular country, the language of that country is an essential part of that culture experience and it should be preserved: in such case, subtitling might be the most appropriate form of language transfer.

There are many translation strategies applied in the process of subtitling. Every kind of translation, whether it is written or a visual text, such as subtitling has its own strategy, but the important matter is the meaning. Weber (1984: 3) says that the translated version must be absolutely accurate in meaning, contain all nuances of the original context and must be written in clear, elegant language that can be easily understood by the reader. These requirements are important for the translators to know before doing the subtitling process, so that the result will be correctly and accurately and also it will be understood the audience. Besides, they should know the purposes of the film and the intended audience, so the translation errors can minimized.

The film used in this research is entitled *Evan Almighty*. *Evan Almighty* is a 2007 American fiction film and the sequel to 2003's *Bruce Almighty*. The film was directed by Tom Shadyac, written by Steve Oedekerk and stars Steve Carell with Morgan Freeman. As the researcher found that there are many errors in the subtitles, he attempts to find out what strategies used in process translating and why translation errors occurred in film subtitles. Therefore, the title of this research is **The Subtitling Strategies Used in Fiction Film (An Analysis of Translation Errors in Translating Subtitles of *Evan Almighty* Film).**

B. Focus of the Research

This research is focused on the subtitling strategies used in translating subtitles *Evan Almighty* film. This research investigates the most and the least frequent strategies used in translating subtitles *Evan Almighty* film all at once and also finds out the translation errors and the possible cause of translation errors that occurs in film subtitles.

C. Research Questions

This research is an analysis of the film subtitles as a product of subtitling and translation process. Therefore, the following points will be analyzed in this research, i.e.:

1. What is the most frequent strategy used in translating subtitles of *Evan Almighty* film?
2. What are the translation errors and possible causes of translation errors that occur in translating subtitles of *Evan Almighty* film?

D. Aims of the Research

Considering the research question above, the aims of the research are as follow, i.e.:

1. To find out the most frequent strategies used in translating subtitles of *Evan Almighty* film.
2. To find out the translation errors and possible causes of translation errors that occurs in translating subtitles of *Evan Almighty* film.

E. Benefits of the Research

The benefits of this research are:

1. To contribute to translation studies of how to analyze film subtitles.
2. To give inputs to audio-visual translators (in this case, the film translators).
3. To give the researcher new experience in analyzing film subtitles.

F. Research Procedures

1. Method of the Research

The researcher presents some data in order to complete the research and uses a descriptive qualitative method to analyze the data. Bogdan and Biklen (in Sugiyono, 2006) states that qualitative research is a research method based on post-positivism philosophy where the researcher is the key instrument, that uses to research the natural setting of an object(s) with the triangulation way in collecting the data, inductively in analyzing the data and the result of the research is more emphasized the meaning rather than generalization.

2. Data Source

The main data of this research is taken from the original VCD of *Evan Almighty* film. The film script is searched from the internet and the subtitles script is rewritten from the film itself. The researcher transferred both of scripts into written text.

3. Data Collection

In terms of collecting data, firstly, the researcher observed the film several times to write down the subtitles script in Indonesian language. The second, the researcher got the film script in English from internet. The third, the researcher read and compared both of scripts. Finally, the researcher collected relevant theories from internet and library to do the analysis.

4. Data Analysis

The collected data are analyzed by using purposive-snowball sampling. Sugiyono (2006, 95) explains that purposive-snowball sampling is a technique in determining the sample with a certain deliberation. The data used in this research will swell along the process of research until the data is adequate to do the analysis. Besides, the researcher uses the dialogues which are not translated correctly. Then, the researcher reports the finding in descriptive narrative.

G. Organization of the Paper

The researcher organizes this paper into five chapters as follows:

- Chapter I: Background

This chapter contains the background, focus of the research, research questions, aims and benefits of the research, research method (method of

research, data source, data collection and data analysis) and organization of the paper.

- Chapter II: Literature Review

This chapter contains literature review, which provides translation theory (definitions, theories and process), subtitling theory (subtitles, process and strategies), translation errors theory and recently research related to analyzing subtitling strategies

- Chapter III: Research Methodology

This chapter contains the research method, such as research questions and research procedures (method of research, data source, data collection and data analysis).

- Chapter IV: Findings and Discussion

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

- Chapter V: Conclusions and Suggestions

This chapter contains the researcher's conclusions and suggestions for future reader and research.