

# CHAPTER I

## INTRODUCTION

### *1.1 Background*

Translation has many forms of activities. One can translate books, articles, or magazines into the target language. Audiovisual translation is one of those various form of translation. This kind of translation has two different form to be presented to the readers, namely, subtitles and dubbing.

Subtitle is the written form of audiovisual translation, while dubbing is the spoken form of audiovisual translation. In dubbing, it involves the substitution of the original soundtrack by a version in the target language while, subtitling is the superimposition on the screen of a written version of the soundtrack.

Subtitling is considered to be the most appropriate form of language transfer, in the term of audiovisual translation, to preserve culture of one country. Luyken et al in Taylor (2000:16) states that subtitling might be the most appropriate form of language transfer for a play, film or series that attempted to portray life in particular country where the language of that country is an essential part of the cultural experience.

That is why that subtitling is considered the most appropriate way to translate slang words in the movie. Since slang exist in most of language culture in the world, we can experience the culture of those different slang in the film which choose subtitling as the language transfer process.

So, what is slang? Wikipedia (<http://en.wikipedia.org/wiki/Slang.html>)

describes slang as follows:

*Slang is the use of informal words and expressions to describe an object or condition. Slang is vocabulary that is meant to be interpreted quickly but not necessarily literally, as slang words or terms are often a metaphor or an allegory* (wikipedia: 2008).

As described in Wikipedia web site (<http://en.wikipedia.org/wiki/Slang.html>), slang is sometimes regional in that it is used only in a particular territory. Slang terms are frequently particular to a certain subculture, such as musicians, and members of minority groups. A slang term could be like calling someone from China and Canada a Chinadian. Nevertheless, usage of slang expressions can spread outside their original arenas to become commonly used, such as "cool" and "jive". While some words eventually lose their status as slang, others continue to be considered as such by most speakers. In spite of this, the process tends to lead the original users to replace the words with other, less-recognized terms to maintain group identity.

Johnson (1968) in Wahyuni (2006:10) states that slang is "diction markedly colloquial in character, which is essentially poetic in origin and usually short lived". Slang consists of short-lived words and expressions used by a relatively small group and probably not understood by readers in general. While colloquial terms tend to stay in the language for a long time and to be fairly stable. Slang, in the other hand, may die out fairly quickly or may escape from its restricted usage and be accepted into colloquial or standard English.

There are two broad kinds of slang, as described by Willis (1964) in Wahyuni (2006:11). One kind comes from, or gives a new meaning to, a standard word. For

example, *heller* which means a noisy wild person and *kisser* which means mouth or face. Meanwhile, other slang words are new inventions or at least have only a slight connection with established words. For example, *whoopee*, *blurb goop*, *zorch*, and *floozy* which don't have traceable roots.

Meanwhile, Clark, as cited in Mulyono: 2007, explains that subtitling is rendering a translation of film dialogue and certain onscreen elements in visible words. Subtitles also can be a tool to translate the original script of the Source Language (SL) into Target language (TL).

From the explanation above the writer is interested in conducting a research dealing with the analysis of slang translation in the subtitle of "Airheads" film.

### ***1.2 Research Questions***

According to Maxwell (1996), research question (s) will help the research (s) to focus the study and give them guidance on how to conduct it. In this paper, the research questions to be answered are proposed. They are as follows:

1. What types of slang are found in the "Airheads" film?
2. What strategies are used by the translator to translate the English slang in the subtitle of "Airheads" film into Indonesian?

### ***1.3 Limitation of the Research***

Although there are two types of film translations, namely subtitling and dubbing, the writer only focuses on subtitling. Specifically, the writer attempts to investigate the diction used in the translation of slang in the "Airheads" film, and the strategies used.

#### ***1.4 Aims of the Research***

In this research, the writer will make every endeavor:

1. To find out types of slang are found in the “Airheads” film.
2. To find out the strategies which are used by the translator to translate the English slang in the subtitle of “Airheads” film?

#### ***1.5 Significance of the Research***

This study is expected to contribute inputs and ideas to amateur translators and students to enhance their translation skill especially in translating English Slang that are usually exists in a film or subtitle especially in films which employs English as the language. In addition, this study will be worthwhile for instructors in choosing the best strategies in translation course.

#### ***1.6 Methodology***

##### ***1.6.1 Research Procedure***

In this study, the writer employs qualitative method. Frankl (1993) in Wahyuni (2006) explains that the aim of qualitative study is to investigate the quality of relationship, activities, situation, or materials. Qualitative research relies on reasons behind various aspects of behavior. Simply put, it investigates the **why** and **how** of decision making, as compared to **what**, **where**, and **when** of quantitative research.

The writer uses this method of research because it is the most appropriate method that will help the writer to do the research.

## **I.6.2 Data Collection**

The data are collected using the following techniques:

1. **Analysis of the original script of the film.** Study the English version of the script of “Airheads” film in order to find the slang.
2. **Analysis of the translated subtitle of the film.** Study the Indonesian translation of English slang to analyze the strategies.

## **I.6.3 Data Analysis**

The writer chooses a film entitled “Airheads” for her sample. The film is chosen because it provides great amount of slangs. Those great amounts of slangs will be divided into two broad kinds of slangs: 1). the ones come from, or give new meaning to, a standard word, and 2). the new invention of slangs.

## ***1.7 Clarification of the Key Terms***

1. **Analysis:** The detailed study or examination of something that is made in order to understand further about it. In this case, the writer does her analysis on slangs translation and procedures used in subtitling in the “Airheads” film
2. **Subtitle:** textual versions of the dialog in films and television programs, usually displayed at the bottom of the screen. They can either be a form of written translation of a dialog in a foreign language or a written rendering of the dialog in the same language—with or without added information intended to help viewers who are deaf and hard-of-hearing to follow the dialog. In this case, the writer employs the form of different language subtitling.

3. Slang: the use of informal words and expressions to describe an object or condition. In this study the writer analyzes the English slang which is translated into Indonesian.

### ***1.8 Organization of the Paper***

The paper will be organized in five chapters as follows:

#### **CHAPTER I**

This section contains introduction which is divided into background, research questions, limitation of the research, aims of the research, significance of the research, methodology, and clarification of the key terms and organization of the paper.

#### **CHAPTER II**

It consists of literature Review that provide a basis for conducting the problem of the research

#### **CHAPTER III**

This section contains the methodological of the research that discuss the steps and procedure of the research, the sample of the research and the reason of choosing its procedures.

#### **CHAPTER IV**

This part reports the result. This chapter contains the research findings and discussions.

#### **CHAPTER V**

This last chapter contains the interpretation toward the result of the research in a form of conclusion and the implication or suggestion in accordance with this research.