

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Audio visual entertainment is now growing and developing greatly in this era. Watching movies, drama, films, or any piece of arts performed and packed in an audiovisual media would be so entertaining. Nowadays, these media entertainment and communication are core daily consumption for the millennial people. The appearance and manifestation of Internet gives people easier access to watch, stream and listen to YouTube, Radio, Netflix, BBC, National Geographic and many other electronic media. Unfortunately, the language barrier still becomes the primary obstacle for people to understand some words or phrases in some movies so that translation and subtitle in the movies are needed. In other words, people will not understand the meaning of the movie or information served just by listening to the sound and watching the moving pictures on the screen, unless there is an explanation or text which represents the action going for the audience.

Almost in all movies or any documentary films there is a subtitle to make the audience understand what the speakers are saying. As subtitle is generally a displayed text of the dialog or commentary in films, movie, or any visual media mostly located at the bottom of the screen. Subtitles appear and disappear to

coincide in time with dialogues as stated by Liu (2012). Subtitles also help the viewers to understand the movie, films, drama or any audio visual media by reading the text along with the movie, yet sometimes, the spoken words are spoken faster and longer than our reading-speed so that the translator needs to omit some parts of words or speech which are considered unnecessary to be displayed on the screen.

The subtitle varies in term of language and writing. Moreover, if people want to watch the movie, drama, or film from other countries which have different languages, they need someone who understands the specific language to translate it from source text into target text. Translation can also be defined as “an operation performed on language: a process of substituting a text in one language for a text in another” (Hastuti, 2015, p. 60). However, there are still some constrains for a translator in creating subtitle which are ; the words must be fit within the length of the screen and when it comes to a long phrase or conversation, the translator needs to make it comfortable for the audience and so on.

Some researchers had done some research about translation strategies in movie subtitle too. Wijaya (2017) conducted her research about *Translation Strategies Applied in the Movie Subtitle*. Her thesis was focusing on text reduction in a movie and mentioning the strategies applied in the *Dirty Grandpa* movie. She then comes to a conclusion that:

“To summarize, subtitle translators of the two movies analyzed tended to use elimination strategy the most frequently, it is proved by the frequency of 41.63. Rendering strategy was used in 39.71% of the whole strategy instances. Condensation strategy constituted the least by presenting the frequency of 18.66% out of 209 data found.” (Wijaya, 2017, p. 32)

In other words, there are some translation strategies that the translator used while creating the subtitle.

Aveline (2015), undergraduate student, from Semarang State University did a research on the work of translation in *Maleficent* movie. She analyzed the frequency of strategies which appeared in the movie and readability of Indonesia subtitle. Her result shows that Gottlieb’s translation strategies are used by the translator to create a subtitle. There were paraphrasing, transfer, imitation, condensation, decimation, and deletion. From the data she had collected in *Maleficent movie*, transfer is the strategy most commonly used by the translator. She also said that subtitle in *Maleficent movie* is very readable based on the parameter and theories that she used.

Compared to this research, the writer focused on the standard criteria of subtitling translation strategies applied in a movie. Some strategies and standard of subtitling to measure it will be presented later in this research.

Finally, the writer intends to explore subtitling translation strategies that are applied in the subtitle of the *Last Samurai movie*. There are some reasons for the writer to choose the topic. First, subtitle is an important item for the viewers when

they cannot catch the spoken words. Sometimes when the actor of the movie speaks so fast the audience cannot catch up and the subtitle would be too long.. Second, understanding a story of a movie would be satisfying rather than watching moving pictures only. The message of the story would be delivered well if audiences understand the movie.

1.2 Field of the Study

This research is related to the field of applied Linguistics.

1.3 Scope of the Study

This research is focusing on the subtitling translation strategies and subtitling criteria on the appearance of a subtitle.

1.4 Problem Formulation

The writer, in this research, formulates 2 problems related to the subtitling strategy in *The Last Samurai* movie:

1. What translation strategies are applied and which strategy is most commonly used in The Last Samurai movie subtitle?
2. Does the subtitle meet the standard of subtitling criteria or not?

1.5 Objectives of the Study

With regards to the problems mentioned above, this research is conducted to achieve the following objectives:

1. To find out what translation strategies applied and which strategy most commonly used in The Last Samurai movie subtitle.
2. To know whether the subtitle meets the standard of subtitling criteria or not.

1.6 Significance of the Study

This research is conducted since the writer is aware that to create a good subtitle. There are some parameters that need to be fulfilled. In this research the writer gave information about translation strategies and standard subtitling criteria to make the readers or beginner translator know how to make a distinctive subtitle. Moreover the writer also wants to give some ideas for readers that translation can be applied not only in printed media but also in audio visual.

1.7 Definition of Term

a. Translation

As a general definition, Shaheen (1991) defines that translation is a method of transferring oral and written messages from one language (Source

Language) into another language (Target Language). It is an actual process of decoding ST to encoding TT.

b. Subtitling

Subtitling involves displaying written text, giving an account of the actors' dialogue and other linguistic information which form part of the visual image or the soundtrack (Cintas and Anderman 2009).

c. Strategies

According to Mintzberg's theory (as cited in Nickols, 2016) strategy is a plan (how to get the goal), pattern (action over time), position (decision making) and perspective (vision and direction).

d. Standard of Subtitling Criteria

According to Karamitroglou's book (as cited in Aveline, 2015)'s) a good subtitle should provide maximum comprehension from the film or any documentary movie by maximizing the readability of the written text. He then explained some criteria of a good subtitle such as position on the screen, number of lines, characters in one line, font and colors and durations.