CHAPTER I

INTRODUCTION

1.1. Background

Multimedia translation is one of the translation areas which are close to people's daily life. People are significantly helped to overcome language barriers in the movie by this product. This branch of translation has grown significantly and essentially (Matielo, 2011, p.27), with the 1990s being considered as its golden age. Multimedia translation, called as audiovisual translation (hereinafter is called AV translation), is described by Luyken (1991: 112), citing from Hosseinnia (2014), as translating spoken texts which are commonly used in radio or television programmes, movies, DVDs, videos, also operas and theaters. AV translation includes subtitling, stated by Chiaro (2009: 141) in Munday (2009). Defined by Chiaro (2009: 141), subtitling is a written translation which is put on the screen. In a more defined way, according to Gottlieb (2001b: 87), citing from Chiaro (2007), subtitling is translating spoken messages in media into moving written texts presented on the screen. The activity of subtitling is considered helpful and significant because it mediates viewers (people who watch) to understand the actors and actresses are conversing eventhough they are conversing in different language with the viewers.

This useful branch of translation, however, turns into a difficulty when limited time forces viewers to read and understand the whole words (the actors are conversing) in the blink of an eye as soon as the scenes change. In addition, Luyken, Herbst, Langham-Brown, Reid, & Spinhof (1991), as cited from (Hosseinnia, 2014), argued that subtitle translators (ones who do subtitling) will definitely respect rigid spatial and temporal constraints while doing interlingual translation.

To overcome the constraints, AV (Audio Visual) translators should effectively translate the ST into TT as well as choose words and sentences. The subtitles should be shorter than the audio. Shortening subtitles has something to do with the text reduction. Antonini (2005: 213) stated that the written text (words) is usually reduced 40% until 75% from the verbal text . By doing this, the movie viewers will, in an enjoyable time, read, process, then understand words that the actors are conversing.

It is further explained that to pursue appropriate text reduction, there are three strategies AV translators (ones who do subtitling) to be concern with. Those strategies are "elimination, rendering, and condensation". They are considered challenging for subtitle translators. Elimination, rendering, and condensation of words and sentences have to correspond to the linguistic syntactics and semantics; therefore, subtitle translators can not blindly omit words. (Antonini, 2005, p. 213-214)

The researcher sees this issue to be challenging and innovative as there have been only a few researches doing the text reduction dynamics in AVT,

especially subtitling. Matielo (2011), in his paper "Subtitling Words or Omitting Worlds? Systemic Functional Linguistics Unveiling Meanings Translated Out of the Subtitles of the TV Series *Heroes*" explores the issue of omissions which occur in the TV Series *Heroes* subtitle conforming Kovačič's findings. He then finds the frequent existance of omission to help subtitle in sync with the movie scenes.

This research will focus on the texts reduced in the subtitle of an American comedy movie, *Dirty Grandpa* (Mazer, 2016) and an animation comedy movie *Inside Out* (Docter & Carmen, 2015a). The reductions of text will be analyzed and categorized into three strategies stateg by Antonini (2005) – elimination, rendering, and condensation defined by Antonini (2005: 213-214). The findings will help beginner of AV translators to acknowledge and master the most significant strategies to be done in AVT.

1.2. Field of the Study

This research is related to the field of applied linguistics.

1.3. Scope of the Study

This research focuses on the strategies in translating using text reduction (elimination, rendering, and condensation) exist in the subtitles of *Dirty Grandpa* and *Inside Out* movies which are done by Tj and Aorion.

1.4. Problem of the Study

The researcher formulates problems related to the text reduction strategies in the subtitle of *Dirty Grandpa* and *Inside Out* movies as follows:

1. What strategies are applied in *Dirty Grandpa* and *Inside Out* subtitle translation?

2. How are the strategies of text reduction applied in *Dirty Grandpa* and *Inside Out*?

3. What are subtitle translator's reasons for using the strategies?

1.5. Objectives of the Study

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

1. To investigate what strategies are applied in *Dirty Grandpa* and *Inside Out* subtitle translation.

2. To investigate how the strategies of text reduction are applied in *Dirty Grandpa* and *Inside Out* subtitles.

3. To find out the subtitle translator's reasons for using the strategies.

1.6. Significance of the Study

The study is to examine how word and sentence omissions can occur in audiovisual translation, especially in subtitles. Hopefully, the result of the study will enrich scholars with knowledge and understanding in the significance of effective translation, not only faithful translation. The knowledge and samples

of process and method of effective translation in subtitles lead AV translators (both beginners and advanced translators) to comprehensively produce high qualified subtitles.

1.7. Definition of Terms

a. Translation

Translation is an action of transferring either spoken or written source language texts (SL texts) into optimally equivalent target language texts (TL texts). It aims at reproducing texts in another language so that the texts can be available for readers with different language (Ordudari, 2010).

b. Text reduction

Text reduction, according to Cintaz & Remael (2014), is an act of rendering words and sentences in subtitle to give viewers enough time to "register, process, and understand" the subtitle text written on the screen.

c. Translation strategy

Krings (1986:18), in Ordudari (2010), defined that translation strategy is "translator's potentially conscious plans" to solve problems in translating texts. The idea is supported by Loescher (1991:8) in Ordudari (2010), he argued that it is procedure which is used to help solve the problem of any segment of translation.