

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

These days, watching movie is a phenomenal situation, because the production house competes to present a movie in high quality to attract the interest of the movie lovers. Nowadays, movie lovers do not only watch movies in the television or cinema but they can also watch movies on their gadget everytime and everywhere. Hollywood movies represents the require to present movies in a good quality because it is the biggest market in industry. Translation is the transfer of conceptual knowledge from one language into another. As Hollywood films has succeed in all over the world, it makes the movie translated in different languages depend on which countries that the movie are going to be shown in. Good movie will be a good movie if the translator translates the Source Language (SL) to the Target Language (TL) well, because if the TL is not good as what the SL mean, the quality of the message will not be as good as what it really means. It may seem that translating movies is an easy task as many movies and series involve the use of everyday language. However, if we want to understand the meaning of what we see on television, especially when there are quite a few hospital or police series that involve medical and forensic terms and movies that deal with environment protection, diplomacy and multiple other fields, the translator of movies must be prepared for any surprise that may occur in a movie. Furthermore, movie translators must recognize any cultural cues and connotations that are particularly difficult to translate, as the amount of text fitted in the screen is limited. In the case of dubbing it may sometimes be easier, for example, to explain or even reword an expression, yet the same cannot be easily accomplished with subtitles. In translation, pragmatics can be meant as the study of learning the meaning of what message has to be translated not only just by the sentence but also through the context, especially in movie or series. People can watch the movie or series by seeing the subtitle and also the audio visual on the screen. The task of translator is to make the context and the translation in one way so that it

can make the viewers understand what is said and what is translated are equivalent. Good or bad the movie depends on the story that is written by the writer, but translating one language to another for a movie is the responsibility of the translator to deliver the message that can be understood by the people of the TL. So, using translation strategies can help the translator to translate the movie right. Translation strategy is the strategy that is used for translating from SL to TL. A translator uses a strategy when she or he encounters a problem while translating a text. This means, when a translator translates a text literally, translation strategies may not be needed. According to Bergen (n. d.) cited in www.translationjournal.net retrieved on 10 Mei 2019 mentions that strategies are not obvious and trivial. Although, when they translate word for word and use a dictionary, beginners in the area of translation think they have made a good translation. They do not understand that a problem still exists and changes must be made at some levels of the translation, and According to Dr. Miremadi (1991), translation problems are divided into two main categories: lexical problems and syntactic problems. *13 reasons why* tell about high school student named Clay Jensen receives a mysterious package in the mail with seven cassette tapes recorded by Hannahh Baker, a classmate who recently committed suicide. The tapes had also been sent to several other of her classmates, instructing each of them to visit each person mentioned. As he listens to the tapes, he learns that there is a side for each person to whom Hannahh attributes her reasons for committing suicide. *13 reasons why season 2* is an American teen drama-web television series by Brian Yorkey, based on the 2007 novel *Thirteen Reasons Why* by JayAsher. This series have become popular since the first day of this series released in 2017 on Netflix. The show also received positive and negative reviews from critics and mixed reviews from audience. Based on <https://www.commonssensemedia.org/tv-reviews/13-reasons-why> retrieved on 12 January 2019, this series got 4 stars out of 5. This series has many positive and a negative comments from the viewers and has up to now, garnered numerous industry nominations and awards, for instance, winning the 'Guild of Music Supervisor Award for Best Music Supervision in a TelevisionDrama'. *13 Reasons Why* has been translated to the other languages, and in Netflix, it is available for

Indonesian language Indonesia subtitle. Unfortunately, the translation in this series has some gap in translating from English to Indonesian language Indonesia because the strategies the translator used sometimes does not fit with the general condition and situation in this movie to Indonesian language context, and it makes movie lovers sometime confused with the actual meaning in Indonesian language.

1.2 Identification of the Problem

Based on the background previously stated, the identification of research problem of this topic is what the dominant strategy translator uses in movie series *13 reasons why* by netflix studio from source text into the target text. Based on the identification of the problem above the writer assume the best strategy to minimize the gap and make the translation transferred well in achieving equivalent in translation.

1.3 Limitation of the Problem

From the identification of the problems exposed above we get the broad dimension of the problem. However, this study is limited to the description of the strategy chosen by the translator seen in the source text into the target text and an assessment of the extent to which the strategy was successful or not in achieving the translation goal that had previously been concluded logically and empirically through analysis situation based on extratextual factors of the source text and target text. First, this research is conducted by watching the movie and finding the translation strategy. By watching the movie is the only way to find what the strategy that used from source text into target text. Second, since this movie series is American's, the author has to find the equivalent words or sentences in both cultures American and Indonesian so that it will help the author to find the translation strategies that are used in this series.

1.4 Formulation of the Problem

Based on the limitation of the problem above, the problems in this research can be formulated accordingly to find a strategies in translation from English Language into Indonesian Language in series titled *13 Reason Why Season 2* by Netflix Studio from source text into the target text. Based on the identification of

problem above, the writer assumes that the gap in this translation can make the strategies are not transferred well. This research has several objectives to make it is focused. The research objectives are as follow:

1. What strategies are used by translator in achieving equivalent translation?
2. What is the dominant strategy in achieving this movie translation?

1.5 Objectives of the Research

Based on the formulation of the problems, this research has several objectives to make it is focused, the writer conducts this research for the aims as follows:

1. To find out the strategies are used by translator in achieving equivalent in translation.
2. To find out which the dominant strategy in achieving this movie translation.

1.6 Method of The Research

To conduct this research, the writer uses qualitative method to analyze translation strategies in the series. Translation is important for translator to deliver good and equivalent message by using his/her opinion. Therefore I chose to use the qualitative method because the method is more appropriate for the writer to share the opinion. Translation strategies are chosen because there are terms in SL that the meanings are rarely found equivalent with words in TL and it will cause translation failure if the writer translates it without translation strategies. .

1.7 Benefit of the Research

The writer conducts this research are to make the viewers can notice the important of translation strategies in series, so that they can understand the meaning wholly, for students who are interested in translation study, they can get a deep understanding about translation strategies, and they can use this research as reference in the future.

1.8 Systematic Organization of the Research

Paper organization is used for this research. The paper organization is explained as follow:

CHAPTER 1 : Introduction

Chapter one explains about the background of the research, identification of problem, limitation of problem, formulation of problem, objective of problem, method of research, benefit of research and systematic organization of the research.

CHAPTER 2 : Framework of The Theories

Chapter two explains some theories of translation such as translation strategies, methods and techniques of translation. Those mentioned theories will support this research.

CHAPTER 3: STRATEGY OF TRANSLATION ON NETFLIX SERIES *13 REASONS WHY*

Chapter three examines the data in order to answer the formulation of problem mentioned the chapter one. The analysis will be examined through theories mentioned in chapter two.

CHAPTER 4: CONCLUSION

- ★ Chapter four concludes the analysis of this resears also give suggestion.

ENCLOSURES: ATTACHMENTS

The chapters above are followed by refrences, scheme of the research, poster of the research, curriculum vitae, and other required attachment.