

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Nowadays, streaming film in Netflix is a new trend that can be enjoyed by people everytime and everywhere. Netflix is a streaming service that allows the members to watch a wide variety of award-winning TV shows, movies, documentaries, and more on thousands of internet-connected devices. Film can also be called as movie which is including stories that have pictures, and sounds. The film industry's biggest market is Hollywood films. Hollywood films represent most of box office receipts in major market to the universe. Films that succeed in the US market also tend to succeed in foreign market.

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 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.) as cited in www.translationjournal.net retrieved on 10 Mei 2020, he mention 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 Miremadi (1991), translation problems are divided into two main categories: lexical problems and syntactic problems.

Stranger Things is an American science fiction-horror web television series created, written, and directed by the Duffer Brothers. This movie series have become popular since the first day of this series released in 2017 on Netflix. With the release of this series, the show instantly became a cultural phenomenon for its portrayal of homages to the 80's genre films. The show also received critical acclaim and praise for its authentic characterization, pacing, atmosphere, soundtrack, directing, writing and superb acting, especially by the kids. Based on website <https://www.common sense media.org/tv-reviews/stranger-things/user-reviews/adult#>, retrieved on 10 May 2020 the rating of this series is 4 stars out of 5, and from <https://www.imdb.com/title/tt4574334/> retrieved on 10 May 2020 the rate is 8,9/10 this series has many positive comments from the viewers and has up

to now, garnered numerous industry nominations and awards, for instance, winning the “Screen Actors Guild Award for Outstanding Performance by an Ensemble in a Drama Series” as well as receiving 18 nominations for the “69th Primetime Emmy Awards” for the first season, including but not limited to “Outstanding Drama Series”. This American series tells the story of a little boy named William who possess by an astral creature who is later helped by a little girl named Eleven, she has the gift of superhuman strength that could make him return the condition of a boy to stable. This series is the original series from Netflix Studio. This series is shown for 16+ (16 years old or more) but no wonder this could be watched by kids because the main casts are under 15 years old.

While we watch movie on Netflix, we cannot record or even do a screenshot on the scene because it is not allowed by it. This series has 9 episodes in each episode has around 50 minutes or more. In Netflix application, for technical duration the playback of the film is a countdown. Like, this series starts at 50 minutes, and ends at 0 second. *Stranger Things* has been translated to the other languages, but on Netflix, it is only available for English and Indonesian language subtitle. Unfortunately, the translation in this series has done some errors in translating from English to Indonesian language, and errors in translation sometime can make the audience confused with the actual meaning.

1.2. Identification of the Problem

Based on the background previously stated, the identification of research problem of this topic is the dominant strategy translator used in movie series *Stranger Things 3* by Netflix from Source Text into the Target Text.

Based on the background of the problem above, the writer assumes that the best strategy is used to minimize the gap and make the translations transferred well in achieving equivalent in this movie 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 successful or not in achieving the translation goal that have previously been concluded logically and empirically through analysis situation based on extra textual 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 writer has to find the equivalent words or sentences in both cultures American and Indonesian so that it will help the writer 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 into Indonesian Language in series titled *Stranger Things 3* by Netflix Studio from Source Text into the Target Text. Based on the identification of problem above, the writer asumes 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 are the translation words or phrases found in this movie translation?
2. What strategies are used by translator in achieving equivalent in translation?
3. 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 words or phrases in this movie translation.
2. To find out the strategies used by translator in achieving equivalent in translation.
3. 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 approach to analyze translation strategies in the series. Qualitative research relies on unstructured and non-numerical data. The data include fieldnotes that the writer use during the course of movie translation. Therefore the writer chose to use the qualitative approach because the approach 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.

In this research the writer uses descriptive method in the form of movie text from series *Stranger Things 3* as the main source and supported by several references as the second source related to the method and strategy of translation.

1.7 Benefit of the Research

The writer conducts this research 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 problem, 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 *STRANGER THINGS 3*

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 research also give suggestion.

ENCLOSURES: ATTACHMENTS

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

