

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Problem**

One form of translation that is often used today is subtitling, especially in the film and film industries. The subtitling process is often used to translate films and translate dialogues or utterances contained in the films. Film is considered one of the types of entertainment that is liked by many people. Movies can be watched through television shows, the internet, and others.

Film is one of the best means to get to know other cultures and can be used also to get a lot of historical, medical or other information. If the viewer has mastered the language of the film, especially if the film in a foreign language is not the native language of the audience, so the viewer can capture the contents of the film's subtitles which are translated into the viewer's native language. However, if the viewer cannot understand or master the foreign language of the film, many difficulties are faced by the viewer. That means that the message contained in the film will not be conveyed accurately to viewers. The subtitling process is not an easy process to do because there are many things to consider and many obstacles faced by a translator during the process of translating subtitling texts such as the soundtrack that accompanies the words of the characters in the translated film, the cues of the character's body in the film and its intonation.

Along with the technology progress, movie has better sound, more colorful, and more entertaining. It makes the film grows to be people's need. We can say that movie is the most familiar literary works for common people. However, there is a problem in this condition, i.e. the difference of language used. Therefore, the movie's language needs to be translated to the certain target language so, it will make the audience understand the plot and enjoy the movie. There is no doubt that movie subtitle is one of translation form which

is interesting and easy to get. Movie subtitle is the most common form of audiovisual translation because movie subtitle is familiar for people.

Audiovisual Translation (AVT) is majoring into subtitle and dubbing. Each of them interferes with the original text to a different extent. Dubbing is replacing the original voice soundtrack with another voice in another language. It is the methods which the foreign dialogue is adjusted to the mouth and movements of the actor in the film and its aim is seen as making the audience feel as if they are listening to actors actually speaking the target language. On the other hand, subtitling is defined as supplementing the original voice soundtrack by adding written text on screen (O'Connell 2000: 169).

The development of the Indonesian film industry is growing rapidly. A number of film producers produce films and promote them to YouTube and other social media. The films are presented in two languages, namely Indonesian and English. Indonesian is used by the characters in dialogue and subsequently as the source language (SL), while English is used as a subtitle and subsequently used as the target language (TL). So, the people the watch can watch in two languages. One of the ways to translate the foreign film and television program is subtitling. Subtitling is very important in the film, because subtitling has given many contributions. They are usually displayed at the bottom of the screen. Through subtitling, the audience of the foreign film can enjoy the film by reading the translated text on the bottom of screen without ambiguous thinking. One might say that subtitling is more authentic, since it does not hide the original sound. As the major methods of translating films, subtitling involves the least interference with the original. Subtitling is a way to translate the foreign film without tampering the original soundtrack and dialogues, as is the case in dubbing.

In a subtitling, the translator is faced with a unique phenomenon that is the source text is an oral text that is supported by setting the place, musical illustrations, facial expressions and so on and he must translate the oral text into written text. In translation, the meaning of a "text" will be influenced by the context of the situation, while the context of the situation will be

influenced by the cultural context. Translating subtitle texts, utterances or conversation in a film appeared on screen is not an easy task for the translators. Hatim and Mason (in Venuti 2000) in *Politeness in Screen Translating* state that there are four kinds of difficulties working on subtitling. The first one is the shift in mode from speech to writing. The second is the factor which governs the medium or channel in which meaning is to be conveyed. The third one is the reduction of the source text as a consequence of (2) above and last but not least is the requirement of matching the visual image. Besides that, there are some constraints of subtitle that must be obeyed. Gottlieb (1992:164) discusses in different terminology, what he calls the formal (quantitative) and textual (qualitative) constraint of subtitling. Textual constraints are those imposed on the subtitles by the visual context of the film, whereas formal constraints are the space factor (a maximum of two lines are allowed, with approximately 35 characters per line) and the time factor. The time factor in particular, plays a pivotal role in the decisions translators have to make, although traditionally five to six seconds have been considered to be sufficient for reading a two- line sentence.

Traditionally, there existed two types of subtitles, there are interlingual subtitles, which imply transfer from a SL to a TL, and intralingual subtitles, for which there is no change of language (Díaz Cintas, 2003). In interlingual subtitles, a translator can apply some strategies in translating the source language (SL) subtitle into the target language (TL). According to Gottlieb (1992: 166) the subtitle strategies that can be applied are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. The translator uses one of the strategies based on the needs.

There are many films which includes subtitles from our country can be watched by people in other countries. One of them is film entitled ‘Love for Sale 2’. The movie was directed by Andibachtiar Yusuf and produced by Kori Adyaning. The movie was translated by Karla Sharlin. Starring by Della Dartyan, Adipati Dolken, Ratna Riantiano, Aryo Wahab, Bastian Steel and Putri Ayudya. This film produced in the Indonesia and was distributed by

Visinema Pictures, theatrical released on October 31, 2019 and Netflix released on February 10, 2020. This film chosen because the movie is one of popular movies. It is popular movie because it is watched by million people. Moreover, this film was chosen by researcher because this one of the actors of the film won the Piala Citra 2018 as a the best actor category, and also received much praise from local critics.

This film 'Love for Sale 2' is about horror love story and unique drama film that warms the heart. Ican is a 32-year-old bachelor playboy who is single. He was even overtaken by his younger sister who was married and had one child. He also received the summons of Weathery Bujang. Whether it's from her mother, Ms. Rosmaida or from her neighbors. His mother wanted Ican to get married before he died. Every day Ican ears are always filled with questions about marriage. Anxious about all the demands he had received, Ican finally decided to use a rented boyfriend search application. He 'ordered' girls according to his mother's wishes. Minang descendants, attractive, can cook and smart. For 45 days Ican order the service at least to protect his ears from innuendo and even the real request of the mother. As soon as he arrived, Arini's only job was to calm her mother and Arini did it so professionally. Interesting, able-to-cook, and smart Minang descendants are able to steal Mrs. Ros's attention. Ican's mother no longer chases Ican about questions about marriage. Increasingly, Arini is getting closer to Ms. Ros. Living with Mrs. Ros, Arini, who has become a favorite of Mrs. Ros, was able to make Ican melt. He began to forget about the boyfriend search application and involve personal feelings in it. Ican be fond of Arini, especially Ican family also adores and likes Arini.

## **1.2 Identification of the problem**

The researcher thinks to study the film linguistically, especially from the aspect of the subtitle translation of the film with an analysis error subtitle translation to explore further about the subtitle strategies of the subtitle translation of the film and the strategies are mostly employed produced the film.

### **1.3 Limitation of the problem**

Refers to the identification of the problem, the researcher limit the focus of the problem on analysis an error subtitle translation strategies, strategies are mostly employed of the film subtitles in *Love for Sale 2* movie by using Gottlieb's methods and procedures of translation theories.

### **1.4 Formulation of the problem**

Based on the identification of the problem, the formulate of the problem are as follows:

1. What kind of subtitling strategies are found in *Love for Sale 2* movie?
2. Which strategies are mostly employed in *Love for Sale 2* movie?

### **1.5 Objective of the research**

Based on the formulation of the problem above, the objectives of the study are focused on

1. To finding the subtitling strategies in every scene of the movie that have been translated in *Love for Sale 2* movie through Indonesia subtitle into English subtitle. Then, an analysis error subtitle translation.
2. To classify subtitling strategies which are the most used in *Love for Sale 2* movie in order to understand the category of the most subtitling strategies which are employed in *Love for Sale 2* movie.

### **1.6 Method of the research**

Based on the background of the research belongs to descriptive qualitative research with the aim to describe the certain cases. The data in this research are the translation that has been explained above, method of the research narrowed only to discover what types subtitling strategies are found in the subtitles of *Love for Sale 2* film directed by Andibachtiar Yusuf 2019.

In order to keep the study from being very broad, the researcher of this study sets some methods as follows. First, this study focuses on subtitling strategies are used in *Love For Sale 2* movie and the whole script of *Love For*

*Sale 2* movie to analysis error translation. Second, the study is limited to the description of translation, translation process, translator, audiovisual translation, subtitle, and subtitling strategies. This study limits the subtitling analysis based on the theory proposed by Gottlieb (1992: 166) because this theory is very suitable for analyzing subtitle text, since the subtitle is a line of text appeared on screen.

### **1.7 Benefits of the research**

The researcher expects that this research will be beneficial for a contribution for the researcher, to get more knowledge about the subtitling strategies. To give contribution to understanding the subtitling strategies that can help to reveal the underlying logic of translation process.

In addition, it is supposed to be useful and give good contribution in understanding and giving new information about subtitling. Second, the researcher hopes that the result of this study can motivate the students and give a good interest to everyone who wants to conduct research in this topic. A reference for anybody, to understand the subtitling strategies can help to reveal the underlying logic of translation process. In addition, it is supposed to be useful and give good contribution in understanding and giving new information about subtitling. Besides, this study can show how the subtitling strategies are used in *Love for Sale 2* movie.

### **1.8 Systematic Organization of the research**

The system organization of term paper consist of four chapters.

#### **Chapter 1: INTRODUCTION**

It consists background, identification of the problems, formulation of the problem, objectives of the research, limitations of the problems, methods of the research, benefits of the research and systematic of the research.

## Chapter 2: FRAMEWORK OF THE THEORIES

This chapter consists of the theories that writer use in this research, there is review of related literature. It describes translation, translation process, audiovisual translation, subtitle, and subtitling strategies.

## Chapter 3: RESEARCH OF METHODLOGY

This chapter consists of research method which contains research design, unit of analysis, source of data, technique of data collection, and technique of data analysis.

## Chapter 4: AN ANALYSIS SUBTITLING STRATEGY OF THE INDONESIAN-ENGLISH IN *LOVE FOR SALE 2* MOVIE BY ANDIBACHTIAR YUSUF

This chapter consists is data analysis. This chapter covers the analysis of subtitling strategies.

## Chapter 5: CONCLUSION

This chapter consists of the result of this term paper. It is the conclusion of this research about method to analyzing subtitling strategies.