CHAPTER 1
INTRODUCTION

1.1 Background of the Problem

Movie is one of the most famous entertain in the world. The National Library Office of the Republic of Indonesia notes that 90 percent of the population over the age of 10 more likes watching than reading books (Tempo.co, 2015, para. 1). Watching movie is commonly the most favorite hobby, of course, every country has movies in their language. Hollywood is the biggest film industry in the world, so many people really excited of every movie that produced from United State of America. So many people in entire world are interesting in Hollywood movie. Then movie translation is very important for movie fans from various countries, that is why subtitler is needed. Subtitlers do their job in translating favorite movies that are enjoyed by the recipients, but sometimes we never know how difficulties that the subtitler is dealing with. Subtitler must recognize any cultural cues and connotations that are particularly difficult to translate, as the amount of text fitted in the screen is limited.

Mostly, people from target language, while they are watching a movie more focus to read the subtitle than watch the movie. One way to translate foreign movie and television programs is by subtitling. Subtitling is a text version of dialogue that does not only exist in movies, but also on television programs. Subtitling is very important in a movie, because subtitling has contributed a lot for people in target language. It usually shows at the bottom of the screen. Through subtitling, foreign movie viewers can enjoy the movie by reading the subtitles at the bottom of the screen without thinking ambiguously. Subtitling is one kind of Audio-Visual Translation (AVT) that has a common term for various multimedia translation activities, including subtitles and dubbing, which previously covered in the term screen translation

(O'Connell, 2000, p. 169). Chaume (2012, p. 1) defines dubbing which "consists of replacing the original track of a film's (or any audiovisual text) source language dialogues with another track on which translated dialogues have been recorded in the target language." So that means dubbing is a way of replacing the original voice with another voice in the target language by adapting it to the mouth and movements of the actor or actress in the movie from the source language into the target language. The goal is to make the audience feel comfortable as they enjoy listening to an actor or actress speaking the target language. One might say that subtitling is more authentic, because it does not hide the original sound, as the case in dubbing. As the primary method of translating movies, subtitling involves the least amount of interference with the original. In other words, it contributes to feeling the taste of a foreign language. 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 media or channel in which meaning is to be conveyed; The third is the reduction of the source text as a consequence of two problems above; And the last but not least is the requirement of matching the visual image. Besides that, there are some constraints of subtitle that must be obeyed. The quality of the message in the movie depends on the story that is written by the writer, but translating one language to another language for a movie is the responsibility of the translator to deliver the message that can be understood by the people from Target Language (TL).

I do this research because translating a movie is different with translating text. Based on the explanations above, this research attempts to classify subtitling strategies found in translating the script of "Emily in Paris" series, also explain the intent of the strategy used and to analyze what subtitling strategies mostly used. Then I write it as a research entitled "An Analysis of Gottlieb's Subtitling Strategies in The Script of "Emily in Paris" Serial on Netflix by Darren Star." Netflix is becoming more popular because

this streaming media presents an original series that is popular enough among teenagers and adults. "Emily in Paris" is one of the most interesting series on Netflix that story about a girl named Emily Cooper which is worked at perfume company in Chicago then have to acquihired to Paris to represent her boss, Madeline. "Emily in Paris" was created by Darren Star as scriptwriter, creator and executive producer. Apart from the "Emily in Paris" serial, Darren Star is also a scriptwriter for famous movies such as "Sex and The City" (1998-2004), "Younger" (2015), and "Beverly Hills, 19210" (1990-2000). "Emily in Paris" has an interesting translation that could be able to analyze, it is combine from 2 language that mostly used in there, French and English. So, the translator has challenges or themselves ways to translate it.

1.2 Identification of the Problem

Based on the background of the problem that I mentioned according to Hatim and Mason that there are 4 difficulties working in subtitling (1) the shift in mode from speech to writing; (2) the factor which governs the media or channel in which meaning is to be conveyed; (3) the reduction of the source text as a consequence of two problems above; (4) the requirement of matching the visual image. Even people who enjoy the film do not get the message conveyed and will be confused by the film's story. Then, this study will identify every strategy that occurs in several translations carried out by translators based on Gottlieb's subtitling strategies.

1.3 Limitation of the Problem

From the identification of the problem above, the limitation of the problem is needed in order to keep the research from getting too broad. I set the limitation to focus on the utterances in the whole script of "Emily in Paris" and the analysis only focuses on analyzing the subtitling strategies based on the theory proposed by Gottlieb and this theory is suitable for analyzing subtitling strategies that are used by the subtitler.

1.4 Formulation of the Problem

The problems in this research can be formulated accordingly to find the strategies in translation from English-Indonesian in a serial "Emily in Paris*"* by Netflix Original Series from Source Text into the Target Text. The formulation of the problem in An Analysis of Gottlieb's Subtitling Strategies in The Script of "Emily in Paris" Serial on Netflix by Darren Star are:

1. What are the translation words and phrases found in the script of "Emily in Paris" serial?
2. What are the subtitling strategies found in the script of "Emily in Paris*"* serial?
3. What is the most dominant subtitling strategy found in the script of "Emily in Paris" serial?

1.5 Objective of the Research

Based on the formulation of the research above, this research is only to identifying the strategies of the translations and prove the strategies with meaning. To achieve this goal, I will do several research stages as follows:

1. To explain the translation words and phrases in the script of "Emily in Paris" serial.
2. To explain the subtitling strategies used by translator in the script of "Emily in Paris" serial that have been translated.
3. To classify the strategy that is dominant used in subtitle on "Emily in Paris" serial.

1.6 Method of the Research

The method of this research is descriptive qualitative method. According to Creswell (2014) qualitative methods rely on text and image data, have unique steps in data analysis, and draw on diverse designs. Sugiyono

(2005) explained that the descriptive method used to describe or analyze a research result but isn't used to make broader conclusions. So, descriptive qualitative method is the method that describe a research result rely on text and image data with unique steps in data analysis. So, I use the descriptive qualitative method because this research is about to describe the phenomena of the translation through Gottlieb's Subtitling Strategies that applied in "Emily in Paris" and also the data are in the form of utterances.

According to Newmark (1988, p. 7) translation has been instrumental in transmitting culture, sometimes under unequal conditions responsible for distorted and biased translations, ever since countries and languages have been in contact with each other. According to Nida & Taber (1982, p. 12) translating consists in producing in the receptor language the closest natural equivalent to the message of the source language, first in meaning and secondly in style. It can be said that translator must observe cultural differences and produce the closest natural equivalent of meaning and style.

The data of this research is in the form of utterances and taken from the original script by Darren Star and Indonesian subtitle. The data analysis of this research is collecting data by doing some steps in order to collect the data. (1) I will watch the serial "Emily in Paris" on Netflix in several times while observing the Indonesian subtitle in the movie. (2) I will download the original script from tvwriting.co also the subtitle text from subscene.com to comprehend and matched it. (3) I will classify and analyze the data based on Gottlieb's subtitling strategies that I will use in this research. (4) I will calculate the results of the data and ensures that the data is accurate. By following those steps, my research will be more organized and more effective.

1.7 Benefit of the Research

The benefit of this research is to help the readers knowing the translations strategies used by the translators also to help the readers develop their knowledge about the movie translating, even more for using the

subtitling strategies. I hope this research will be useful for readers, also for the next researchers who wants to research a topic about analyzing the subtitling strategy of translation on the movie or other movies.

1.8 Systematic Organization of the Research

Systematic organization of this research consist of:

CHAPTER 1   **: INTRODUCTION**

In chapter 1, it explains about the background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, method of the research, benefit of the research and systematic of the research.

CHAPTER 2   **: FRAMEWORK OF THE THEORIES**

This chapter 2 consist of:

a. Theory Basis which contains the theory which is used as the basis for research.

b. Study Research which contains the results of previous research related to the research conducted.

CHAPTER 3   **: AN ANALYSIS OF GOTTLIEB'S SUBTITLING STRATEGIES IN THE SCRIPT OF "EMILY IN PARIS" SERIAL ON NETFLIX BY DARREN STAR**

This chapter examines the data in order to answer the formulation of the problem in Chapter 1, I analyze which strategies according to Gottlieb's subtitling

strategies and explains in detail the words and phrases that are evidence of the strategies found.

CHAPTER 4 **: CONCLUSION**

The last chapter consists of the result of the problems that have been done and concludes the research that has been completed.