# CHAPTER 1

# INTRODUCTION

## 1.1 Background of the Problem

Translation can be defined as reworking text from one language to another to maintain the message and communication. Translation deals with language, words, or texts and the replacement of textual material in the Source Language (SL) with equivalent textual material in the Target Language (TL) (Bassnett-McGuire in Ordudari, 2008). He also emphasizes that language refers to the actual words, phrases, clauses, sentences, paragraphs (surface structure).

One of the media where translation is carried out is electronic media or streaming media services such as imported films, international news broadcasts, and TV shows from other countries, which are audiovisual translation products. This type of media has contributed to the teaching and learning process with subtitles related to the transformation of Source Language (SL) to Target Language (TL). Subtitles have become a familiar feature for people who often watch movies or videos (Gottlieb, 2002). Subtitles are a useful tool for expanding audiences, audience engagement and understanding an event. According to O'Connell (2000), subtitling can be defined as a translation practice consisting of the presentation of written text, generally at the bottom of the screen, which attempts to retell the original dialogue of the narrative, as well as the discursive elements that appear in the image (letters, insertions, doodles, inscriptions). , placards, and the like). The most common use of subtitles is a form of translating video footage for viewers in other languages. The original audio is preserved, but viewers can understand the dialogue and continue to listen to the audio as desired. Subtitles focus more on translating foreign languages into languages that reach listeners (Gottlieb, 2002). Subtitles are closely related to language translation. Since subtitling is a form of rewriting integrated into pre-existing multimodal subtitles, reduction of text through condensation, reformulation, and deletion at the word and sentence level is necessary.

It can be said that practical subtitles should pay more attention to the correlation between the source language and the target language as closely as possible to make excellent and easy-to-read subtitles. Readable subtitles can help the audience understand the message and plot of the movie and keep them interested in knowing more about the movie's story (Nababan & Nuraeni, 2012) However, the interpretation process will be a problem if it cannot be translated sufficiently to be understood. Unreadable subtitles will make the audience not interested in the story. A good understanding of legibility will help translators do translation work with stories. A good understanding of the concept of readability will help the translator is doing the translation work (Nababan & Nuraeni, 2012)

"Enola Holmes" is a movie which tells about the younger sister of the world-famous detective Sherlock Holmes, who travels to London to find her missing mother but takes a thrilling adventure. The story is based on the young adult fiction entitled "Enola Holmes" by Nancy Springer. Directed by Harry Bradbeer, this movie was released in 2020. I chose this film because I wanted to know and study the subtitle strategy used in the movie script "Enola Holmes" and the readability of the subtitles was interesting because this drama film contains many paraphrase sentences, where these paraphrase sentences can develop skills in understanding the text. The ideas transferred from Indonesian subtitles will provide many findings for analysis. This study tries to explain the subtitling strategy used in English subtitles and readability in the Indonesian subtitled film "Enola Holmes". Thus, if the subtitle translator for the "Enola Holmes" movie script cannot correctly translate and transfer the subtitles and the film's central idea, misunderstanding and misinterpretation could occur.

## 1.2 Identification of the Problem

All types of translations have their problems, including subtitles. Gottlieb (1992) states that subtitling has several limitations related to contextual (qualitative) and formal (quantitative) boundaries. Translators accept contextual limitations when translating subtitles because subtitles must match of the movie's visualisation. On the other hand, there are formal limitations that relate directly to how subtitles

are presented. Karamitroglon (2000) emphasizes that subtitling, and almost all audiovisual translations, is a type of translation that has many problems. There are three main types of problems subtitle translations have: technical, cultural, and linguistic.

Furthermore, subtitler (subtitle translator) is known as a type of translator that focuses on saving language. As such, they are tasked with translating the language and ensuring that it can be translated within the limits of what movie audiences can read. However, the translator must also ensure that the audience understands it at the same time.

A strategy is needed to overcome this problem. Similar to other types of translation, subtitling requires a strategy and level of readability to make it easier for the translator to do his job. In particular, when explaining how subtitling has far different problems than other types of translators, a different strategy is needed. This study hopes this problem can be solved by knowing what the subtitler uses strategies in translating the "Enola Holmes" movie script.

## 1.3 Limitation of the Problem

The problem described above has a broad problem dimension. Therefore it is necessary to do the problem so that the research is not too broad. I set limits to focus on speech in the entire script of the movie "Enola Holmes" and Indonesian language subtitles in the movie "Enola Holmes." This research only focuses on the subtitle and readability strategies based on the description of the strategies chosen by the translator, which looks at the Source Text to the Target Text.

## 1.4 Formulation of the Problem

Based on the limitation above the problems that have been identified and explained from the subtitling phenomena in translation, the formulation at the problem of this research is as follows:

1. What are the subtitle strategies found in the English-Indonesian translation of "Enola Holmes" movie script?

2. What is the most frequently strategy found in the English-Indonesian translation of "Enola Holmes" movie script?

3. What is the level of readability of the Indonesian subtitles in "Enola Holmes" movie script?

## 1.5 Objective of the Research

Based on the research formulation above, the objective of the research is:

1. To describe subtitle strategies found in the English-Indonesian translation of "Enola Holmes" movie script.

2. To find out the most frequently strategy found in the English-Indonesian translation of "Enola Holmes" movie script.

3. To describe the level of readability of the Indonesian subtitles in the English-Indonesian translation of "Enola Holmes" movie script.

## 1.6 Benefit of the Research

I hope that this research will provide benefits to related parties. They are along these lines:

a)      Theoretical Benefits

This research is expected to be used as a material that can be used in the classroom, especially in translation and subtitling courses. Translation lecturers can use this research as a teaching resource, and students can use this research to learn more about subtitling strategies and the level of readability contained in movie scripts. This research is also expected to be useful for readers and ordinary people interested in knowing the subtitling strategy and the level of readability in a movie script.

b)      Practical Benefits

This research is expected to be useful for translators, especially subtitlers, to provide enlightenment and reflection on strategies that can be used to translate a movie script so that it can have high readability. This research is also expected to be a reference for further researchers to provide results and discussions that are more critical and comprehensive, and it can be used as a reference to find out the

gaps that need to be filled, especially those related to research that takes the topic of subtitle strategy and the readability level in the movie script.

## 1.7 Systematic Organization of the Research

This study consists of five chapters. Each chapter is presented as follows:

CHAPTER 1 : INTRODUCTION

This chapter introduces the foundation and general overview of the research undertaken. It consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter discusses the theory of subtitle strategy and readability. This chapter also discusses previous studies to find out what research has been done regarding subtitling strategies and readability levels and to find out the gaps that can be filled in research that have not been filled in previous studies.

CHAPTER 3 : RESEARCH METHOD

This chapter describes the methods used in the research. This chapter contains time and location, research approach and method, research object and data, data collection technique, data analysis technique.

CHAPTER 4 : SUBTITLING STRATEGIES AND

**READABILITY LEVEL FOUND IN "ENOLA HOLMES" MOVIE SCRIPT (2020)**

This chapter contains the presentation of research findings and analysis based on the problem formulation that has been compiled in the first chapter. The sub-chapters in this chapter depend on the research topic raised, namely the strategies used by the translator and the readability level of the subtitles.

**CHAPTER 5**         **: CONCLUSION**

This chapter closes the research by concluding the results of the research and the discussion conducted on the analysis of the subtitle strategy and the level of readability carried out in the previous chapter.