

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Communication has always been heavily reliant on translation. Many individuals mistakenly believe that translation solely entails the conversion of words or texts from one language into another. This idea is not entirely incorrect. Languages, words, or texts are changed from one language into another during translation. There are many distinct languages spoken throughout the world, and each nation has its own. For Indonesians to understand the meaning of an English document, we must employ translation to read the content clearly.

Translation is an activity that anyone can engage in without special study of technical processes. It is difficult to translate something; the translator needs to be aware of the best approach to use. The translator should determine the equivalent of translation from English to Indonesian language in addition to conveying the meaning from the source language.

When creating interlingual subtitles, A translator can employ a variety of translation methods from the source language (SL) to the target language while producing interlingual subtitles (TL). According to Gottlieb (1992, p. 166), there are a number of different subtitle strategies that can be applied, including paraphrase, transfer, imitation, transcribing, dislocation, condensation, decimation, deletion, and resignation. Each type of translation, whether it be written or graphic, has a distinct methodology. Therefore, it is essential for the translator to use the appropriate subtitle method in order to produce a high-quality subtitle. If the strategies are successful, the translator could be able to help the audience comprehend or grasp the movie's meaning.

According to Catford (1965: 20), translation is the substitution of text in one language (SL) with equivalent text in a different language (TL). Translation involves transferring meaning from the source language into the target language. While Nida and Taber (1974) assert that translating entails duplicating the message in the receptor language to its closest natural

counterpart, first in terms of meaning and then in terms of style. According to the definition of translation provided above, translation mostly focuses on meaning equivalence.

The translation process has important rules in this activity. According to Hariyanto (2005: 100), there are various key guidelines for subtitling, including how well the script, movie words, narrative, and overall movie work. He continues by explaining that subtitling entails translating the movie script from the source language into the target language, combining it with the film, and then revising it. The soundtrack, music, effects, actor tones, mimicry and gesture, camera movement, and distance are all used to create subtitles.

The definition of a movie script is also mentioned by Hariyanto (2005: 100). The source material that will be converted into the target text is referred to as the "movie script," he claims. The original script and the script intended for the movie translator are the two different types of scripts. The translation process is more difficult when translating a movie since it must convey both the semantic and pragmatic meaning as well as the culture. This is because a movie is the same as a novel in terms of society and culture.

In "Aladdin 2019," a good-hearted street urchin named Aladdin competes for the affection of Jasmine, the stunning princess of Agrabah (Santhosh, 2019). He utilizes the genie's magic to transform himself into a prince in order to marry her after discovering a magic lamp. Additionally, he is out to stop the powerful Jafar from stealing the enchanted lamp that holds the power to grant any desire. According to Santhosh (2019), "Aladdin 2019" is a remake of the Disney animated picture Aladdin from 1992, which was written by John August and Guy Ritchie, produced by Dan Lin, and directed by Guy Ritchie.

The movie script and form of the "Aladdin 2019" movie is spreading around the world and becoming one of the most beloved Disney movie script. So there needs to be a good translation process so that everyone can appreciate the script, especially those who are not native English speakers.

I am interested in analyzing the movie script because the translation process requires dissemination of the movie script.

1.2 Identification of the Problem

Based on the context of the issue, I determine that while translating, particularly subtitling, the translator encounters linguistic and cultural challenges. Language difficulty pertains to pragmatics, diction, humor, and cultural references. While a translator's lack of familiarity with the cultural practices of the SL society is referred to as a cultural problem. The translator encounters problems as a result of the limited time and arrangement. The translators of the "Aladdin 2019" movie script must therefore find a solution to these problems.

1.3 Limitation of the Problem

Based on the previous problem's discovery. I focus my research on analyzing the subtitling techniques used in the 2019 movie script for "Aladdin" utilizing Gottlieb's (1992) techniques.

1.4 Formulation of the Problem

Based on limitation of the problem above, the formulation of the problem of my research is as follow:

1. What are subtitling strategies used by the translator when translating "Aladdin 2019" movie script from English-Indonesian language?
2. What is the most dominant subtitling strategy used by the translator when translating "Aladdin 2019" movie script from English-Indonesian Language?

1.5 Objectives of the Research

Based on formulation of the problem, the objectives of my research are as follow:

1. To describe the subtitling strategies used by the translator when translating "Aladdin 2019" movie script from English-Indonesian language.

2. To find out the most dominant subtitling strategy used by the translator when translating “Aladdin 2019” movie script from English-Indonesian language.

1.6 Benefit of the Research

There are some benefits that the readers can get when reading my research. My research will be beneficial for the people who are studying translation especially focusing on the subtitling field. My research will also be beneficial for the students who are studying applied linguistics. So that if they want do the similar research as mine, they can use my research as their references. My research is also helpful for lecturers in the field of translation, which will serve as a reference when teaching subtitling strategies.

1.7 Systematic Organization of the Research

This study consists of five chapters, each chapter is organized 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 : THEORITICAL FRAMEWORK

In this chapter, I will explain about the theories related to the subtitling such as the translation process, translation strategies, definition, and discusses previous research done in relation to the research conducted.

CHAPTER 3 : RESEARCH METHOD

In this chapter, I will describe the method of time and location, research approach and method, research object and data, data collection technique and data analysis technique.

CHAPTER 4 : GOTTLIEB'S SUBTITLING STRATEGIES USED IN "ALADDIN 2019" MOVIE SCRIPT BY JOHN AUGUST

In This chapter, I will provide result of my research by describing the subtitle strategies found in "Aladdin 2019" movie script to answer research question in the Chapter 1.

CHAPTER 5 : CONCLUSION

In this chapter, I will conclude my research based on the analysis done in the previous chapter.

