

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Problem

Language is a key component in communication and without it, it would be very difficult for all of the living creatures in the world to convey their thoughts to others. In this digital era, communication is crucial to access information from various sources, and language is a system of written and spoken communication used by people of a particular country. English is widely used as an international language for communication with people from different countries, making it a crucial aspect of international communication and important to master in order to effectively transfer messages. Language is a system of communication in writing and speech used by people of a particular country (Oxford dictionary, 2008, p. 247). With language, we can express our thoughts to other people, so the other people will understand what we are trying to say, in spoken or written form. English as an international language, used to communicate with people from different countries. Hence, English becomes one of the important aspects for international communication. So, English should be well mastered to transfer a message. Transferring a message from Source Language (SL) to Target Language (TL) is called translation.

Some might believe that translation is a simple thing, simply a matter of conveying the same message from one language to another. On the other hand, linguistic learners can see that the translation is something complicated. Translation is a process to divert messages from one language to another. Hence, we cannot judge the translation only by attempting to replace the text from one language into another language. Translation activity is not easy. Translators not only have to translate from one language into another language, but translators also translate the culture. There are many other things that have to be the translator's concern, for example between sound and sense, emphasis (word order),

naturalness, grammar, the figurative and the literal, neatness and comprehensiveness, concision and accuracy. It means that the translator has to find the source text's equivalence in the target language that is suitable to the source language.

The selection of words is a crucial factor that the translator needs to consider in order to make the translation results clear. A successful translation is achieved when the messages, ideas, and concepts expressed in the source text are effectively conveyed in the target text. This can be challenging due to the differences in language systems and cultures between the source and target languages. Subtitling is one of the most common forms of translation used today, especially in the film and film industries. The translator who is translating the subtitles is responsible for translating the dialogues or speech in a movie. Films are a great way to learn about other cultures and gain information. It can be argued that subtitling is the most frequently used form of translation today, in the film and film industries.

As stated earlier, I choose to use a movie script from a film as a medium because it is a widely accessible and popular form of entertainment. With its growing popularity and ease of access, many films are written in English and require translation into other languages, such as Indonesian. The specific movie script being studied in this research is from *Avengers: Endgame*. *Avengers: Endgame* is a 2019 American superhero film based on the superhero team Avengers from Marvel Comics, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. This film is about the grave course of events set in motion by Thanos that wiped out half the universe and fractured the Avengers ranks compels the remaining Avengers to take one final stand in Marvel Studios' grand conclusion to twenty-two films (Marvel, :2023)

The movie script of this film has many terms that occur in the subtitles which are interesting to be discussed based on the view of translation technique. A translation technique used to make the audiences easier to understand the

meaning of the subtitle. From that problem, I correlate this with my research about the translation techniques in the subtitle text of “Avengers: Endgame” movie script. So, I am interested to find out the translation techniques used in this movie script, because I see that the subtitle from movie script in this film is interesting to discuss. The main focus of the research is on the main characters, which is Robert Downey Jr as Tony Stark.

## **1.2. Identification of the Problem**

According to the background of study, I identify that there are a lot of things that the translator has to consider in translating a movie script from a film. Sometimes in the subtitle the source language and target language are not sync, and it makes the audiences unable to catch the meaning from the subtitle. If the translator does not use the translation technique, there will be a lot of misunderstanding about the subtitles. The audiences or the viewers will be confused about the film.

## **1.3. Limitation of the Problem**

Based on identification of the problem above, I focus only on theory from Molina and Albir, as it is relatively more recent compared to other theories such as Newmark and Bassnett. And I limit only on the utterances of Tony Stark to Steve Rogers.

## **1.4. Formulation of the Problem**

Based on the limitation of the problem, the formulation of the problem of the research are:

1. What are the translation techniques used by the translator in translating a movie script into the subtitle Bahasa Indonesia from the utterances of the Tony Stark to Steve Rogers based on the theory from Molina and Albir (2002, p. 510 – 511)?
2. What is the most technique used in the subtitles of Avengers: End Game movie script and why the technique mostly used by the translator?

### **1.5. Objectives of the Research**

Based on the formulation of the problem above. The objectives of the research are:

1. To find and to describe the translation techniques used in Indonesian subtitle text of the main character from the Avengers: Endgame movie script.
2. To find the most technique used in the subtitles of Avengers: End Game movie script and make a conclusion why the technique mostly used by the translator.

### **1.6. Benefit of the Research**

According to objective of the research, this following are some of the potential benefits of the research:

1. Theoretically, I expect for this research to be valuable and informative for other researchers and to increase knowledge in the field of translation, specifically in translating movie script. It is hoped that this research will also provide benefits to students of English Language and Culture Department and serve as a reference for those interested in learning more about subtitling translation techniques.
2. Practically, I expect that this research will be useful in giving new information about translation techniques. Also, for the translator to learn and use the translation techniques in terms of subtitling.

### **1.7 Systematic Organization of the research**

To facilitate research in writing this, the systematic organizations of the research consist of five chapters and each chapter consists of sub-chapters with following arrangement.

**CHAPTER 1 INTRODUCTION.** This chapter consists of background of the problem, identification of the problem, limitation of

the problem, formulation of the problem, objectives of the problem, benefit of the problem, systematic organization of the problem.

**CHAPTER 2 THEORETICAL FRAMEWORK.** This chapter consists the theory of experts that I use in accordance with the title of the research and to analyze the research data, which are as follow: Definition of translation, translation techniques by Molina and Albir, Subtitling or Audio-Visual Translation, Process of subtitling, previous related studies.

**CHAPTER 3 RESEARCH METHOD.** This chapter consists of time and Location, research approach and method, research object and data, data collection technique, data analysis technique.

**CHAPTER 4 TRANSLATION TECHNIQUES USED IN INDONESIAN SUBTITLE TEXT OF THE MAIN CHARACTER FROM THE “AVENGERS: ENDGAME” MOVIE SCRIPT.** This chapter consists of analysis translation techniques used in Indonesian subtitle text from the Avengers: Endgame movie script, and consists of the most technique used in Avengers: Endgame movie script.

**CHAPTER 5 CONCLUSION.** This chapter consists of the conclusion of the research.