

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Watching movies is one of the activities that many people have always enjoyed, not just children but also adults. A movie is a work that can comfort a person's feelings. It is a common activity for children to enjoy watching movies like cartoons on their holidays, but some adults also entertain themselves when they are tired by watching movies. Many kids watch movies at their breakfast before school, at their home when heading back from school, at night before bed, and on holidays. Adults have adopted cinema as one of the destinations they hope to visit in their spare time, in their time of study, and in their time of work. The elderly are at home watching movies while waiting for their children and grandchildren to return home.

There are so many genres of movies such as comedy, horror, romance, tragedy, sad, etc. Many people enjoy romantic movies as well as comedies to cheer up their feelings. But there are a lot of people who like to watch sad movies, even more, sad movies whose stories resemble theirs, so they can express their sad expressions while watching. Each movie stream has its fans. In modern times like nowadays, people can enjoy watching movies on various platforms, such as on television, in cinemas, and even on online platforms. A wide range of online movies can be viewed on websites as well as free and paid applications. Now, movies can be enjoyed everywhere.

There is not only about movie, but there is also a series. According to Wordfinder Online Dictionary (2014), a series means a group or number of related or similar movies coming one after another or in sequence. Commonly, people can watch series from online platforms such as the International platform named Netflix, the National platform named WeTV, etc. Certainly, series have scripts for their movies. According to Oxford Online Learners'

Dictionary (2022), a script is a written text of a play, film, broadcast, talk, etc. That is why series have their script.

Talking about the script, it has the benefit of taking translation or script on the movies, series, or videos that makes me interested to analyze. Nowadays, many movies, videos, and television shows use scripts or translations in them. The script helps people to get into the story by reading the text and that script named subtitle. Movies are beloved by all ages and also from different countries, so the movie has subtitles to translate the meaning of the conversation in the movie. According to Britannica Online Dictionary (2022), subtitles are words that appear on the screen during a movie, video, or television show and that are translations of what the actors are saying. However, sometimes the subtitle that is supposed to give clear information about the meaning of the movie conversation become inaccurate and out of context. This could be because of the differences in the word used, the misunderstanding in deciphering the sentence, misunderstanding of the context, the lack of precision of the translator in translating the dialogue, etc.

Translating is an important process for a good movie. According to Catford (1965), translation may be defined as follow: The replacement of textual material in one language (SL) by equivalent textual material in another language (TL). The work of the translator is translated Source Language (SL) into the Target Language (TL). But it is not as simple as that, a translator must be able to deliver a message after considering various aspects so that the message is conveyed clearly. According to (Simanjuntak and Basari, 2013:18) a translator must have these three skills to analyze, that is: from the words presented, pictures on film, and also the native language subtitle. The translation is not limited to a literal translation of the original word into a word that speaks our language but must be in harmony with the context given.

According to Stranger Things Wiki (2022), *Stranger Things* is a series of science-fiction television, fantasy, horror from the United States made, written, directed, and produced by the Duffer Brothers, and co-executive

produced by Shawn Levy and Cohen. It has genre horrors, exciting stories, mysteries, historical period plays, this series has 4 seasons and 34 episodes. This series was made more accessible on Netflix. After the third season, it still captures and attracts spectators. So it was released the fourth season divided into two parts. It has been eight months since The Battle of Star Court, which brought terror and destruction to Hawkins. Struggling with the aftermath, our group of friends are separated for the first time - and navigating the complexities of high school has not made things easier. In this most vulnerable time, a new and horrifying supernatural threat surfaces, presenting a gruesome mystery, that if solved, might finally put an end to the horrors of the Upside Down.

This Netflix series has multiple subtitles from multiple languages including Indonesian language to widen the audience from different countries. Seeing that phenomenon, I am then interested to dig deeper about the use of translation or subtitling in *Stranger Things Season 4*.

1.2 Identification of the Problem

Based on the background of the problem above, the *Stranger Things* subtitler in doing translating, they should take note of two main factors: language and cultural background. They should do so, in order to avoid mistranslation or translation error.

1.3 Limitation of the Problem

Based on the identification of the problem above, I limit my research to analyze subtitle strategies found in *Stranger Things Season 4* using Gottlieb's theory.

1.4 Formulation of the Problem

Based on the limitation of the problem above, the problem of this research can be formulated as follow:

1. What are subtitling strategies used by the subtitler in *Stranger Things Season 4*?
2. What is the most dominant strategy used by the subtitler in *Stranger Things Season 4*?

1.5 Objectives of the Research

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

1. To analyze and explain the subtitling strategies used in *Stranger Things Season 4*.
2. To find out the most dominant strategy in *Stranger Things Season 4*.

1.6 Benefit of the Research

Based on the objectives of the problem above, there are two kinds of benefit of this research that are theoretical way and practical way. As a theoretical way, I hope my research can be useful for people who study translation such as students, teachers, and other researchers who are interested in researching especially in subtitling. As a practical way, I hope my research can be beneficial for the translators who want to find out more about subtitle strategies.

1.7 Systematic Organization of the Research

The framework of this term paper is explained as follow:

- CHAPTER 1 INTRODUCTION
- This chapter consists of the phases of the research layout, such as the background of the problem, the identification of the problem, the limitation of the problem, the formulation of the problem, the objectives of the research, the benefit of the research, and the systematic organization of the research.
- CHAPTER 2 THEORETICAL FRAMEWORK
- This chapter consists of the theories related to my research, such as definition of subtitling and subtitling strategies. It also consists the previous related studies.
- CHAPTER 3 RESEARCH METHOD
- This chapter consists of the data analysis, such as time and location, research approach and method, research object and data, data collection technique, and data analysis technique.
- CHAPTER 4 SUBTITLING STRATEGIES FOUND IN NETFLIX SERIES: *STRANGER THINGS SEASON FOUR* MOVIE SCRIPT
- This chapter consists of the result of my research which is subtitling strategies.
- CHAPTER 5 CONCLUSION
- This chapter consists of the conclusion of the analysis done in the previous chapter.