CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

Translation is always into a main part of communication. Many people think that translation is only about changing words from one language into another one. Translation deals with languages, words or texts and changing the one language into other language. People may understand clearly and deeply about what and how translation is by learning the theory of translation. Translation is the conversion of written word from one language into another language. Translation involves the conversion of written text from one language to another, ensuring it is culturally and linguistically appropriate, so that allowing it to be easily comprehended by the intended audience.

According to Larson (1984) Translation can be defined as the process of effectively conveying the intended meaning from a Source language (SL) to a Target Language (TL). It is important to note that translation specifically pertains to written information, while interpretation is concerned with oral communication. The fundamental idea behind translation involves the conversion of the Source language (SL) into the Target language (TL), necessitating a systematic process. Nowadays translation does not only appear in return text but also in the form of subtitling.

According to White (2008) In the translation of the movie in subtitling has limited space and timing pose a challenge for interpreters to convert the Source Language (SL) into subtitles in the Target Language (TL). As a result, translators may employ diverse strategies to effectively convey dialogues and other content to the Target Language audience, the limitations of subtitling include the restricted space available for displaying subtitles on the screen and the necessity for the text to synchronize with the audiovisual content being presented. Although there is a limited element of space and time in subtitling, as a form of translation, subtitling remains must not ignore the messages being removed.

According to Gottlieb (2002) subtitles focus more on translating foreign languages into languages that reach listeners. Translation is closely 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 concluded that practical subtitles to produce outstanding and reader-friendly subtitles, it is crucial to emphasize the close correlation between the source language and the target language, necessitating heightened attention to this aspect.

The phenomena subtitling which occur in recently in the Cinema, YouTube, Netflix, social media and etc. Nowadays, streaming movie in Netflix is a new trend that may be enjoyed by people at this time of year. Netflix is an internet-connected streaming service that operates on a subscription model, enabling it is members to enjoy TV shows and movies devoid of commercials on their devices. Film can also be called as movie which is contains stories that have picture and translate, sounds. The currently, the biggest film industry is market is Hollywood films. Since the early 20th century, the cinema of the United States, commonly known as Hollywood, has exerted a significant global influence on the film industry. It holds the distinction of being the oldest film industry worldwide and stands as the largest in terms of revenue generation.

"Spider-Man: No Way Home" (IMDb-2021) is a movie script that narrates the storyline where Spider-Man's secret identity is exposed, leading Peter to seek assistance from Doctor Strange. As a spell backfires, perilous adversaries from different dimensions emerge, compelling Peter to uncover the true essence of being Spider-Man. Peter Parker's concealed identity becomes known to the entire globe. In a desperate bid for assistance, Peter seeks the aid of Doctor Strange to erase the world's memory of him being Spider-Man. Due to a catastrophic spell mishap, the multiverse fractures, leading to the arrival of formidable villains capable of causing global devastation. Continuing from the events of "Far From Home," Peter Parker experiences a complete upheaval as his arch-nemesis, Mysterio, posthumously discloses his true identity to the general public. Peter seeks assistance from Doctor Strange. However, when Strange's spell goes awry, Peter finds himself confronted

by five formidable new adversaries: the Green Goblin, Doctor Octopus, Electro, the Lizard, and Sandman. all while discovering what it truly means to be Spider-Man. Based on the information above, as the researcher, I interesting in conducting research on translation and would like to reveal about connection between translation and movie script. So, that my research readers could understand deeply about translation in movie scripts.

1.2. Identification of the Problem

Based on the background of the problem above, I identify that in doing translating movie script, the translator may have encountered the problems of translation especially if they cannot differentiate the language structure of the source language and target language and grammatical system. So, the translator must also pay attention to the selection of words that are concise, reasonable, and polite without losing the meaning. Therefore, it is critical to apply the correct translation strategy. The quality of the English movie script translation is critical. related to that in translating movie script "Spider-Man: No Way Home" the translator may have problems in translating. Because a good translation is one that does not change the original message in the movie script while still providing audio-visual effects from the movie.

1.3. Limitation of Problem

Based on 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 the topic because limitation of time I have. Secondly, this research is suitable of the learning in collage. I also focus on the utterances in the whole script of "Spider-Man: No Way Home" 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

Based on the limitation of the problem, the formulation of the problem in my research is outlined as follows:

1. What are subtitling strategies applied in the English-Indonesian translation of *"Spider-Man: No Way Home"* movie script?
2. What is the most dominant strategy found in the English-Indonesian translation of *"Spider-Man: No Way Home"* movie script?

1.5. Objective of the Research

Based on the formulation of the problem, this research has several objectives to make it is focused, I conduct this research for the aims are as follows:

1. To describe subtitling strategies applied in the English-Indonesia translation of "Spider-Man: No Way Home" movie script.
2. To find out the most dominant strategy found in the English-Indonesian translation of "Spider-Man: No Way Home" movie script.

1.6. Benefit of the Research

I hope that the result of this research will provide benefits parties. They are along these outlined as follows: a). theoretical benefits, it is anticipated that this research to be used is a material that can be used in the classroom, especially in translation and subtitling courses. Furthermore, this research is anticipated to be useful for readers and ordinary people interested in knowing the subtitling strategy in movie scripts, b). In terms of practical benefits, this research is expected to be useful for translators, especially subtitler, to provide enlightenment and reflection on strategies that can be used to translate a movie script. 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 in the movie script.

1.7. Systematic Organization of the Research

This study consists of five chapters, each chapter is presented detailed as follows:

CHAPTER 1 : INTRODUCTION

This chapter 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 and systematic organization of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter contains to discusses of the theory of the subtitling strategies. This chapter also discusses previous studies to find out what research have been finished in regard subtitling strategies.

CHAPTER 3 : RESEARCH METHOD

This chapter contains about the details information related to the research approaches and method, research of object data, data collection of technique and data analysis of technique.

CHAPTER 4 : SUBTITLING STRATEGIES "SPIDER-MAN: NO WAY HOME" MOVIE SCRIPT (2021) FROM ENGLISH TO BAHASA INDONESIA

This chapter 4, I will explain about the analysis of subtitling strategies found in "Spider-Man: No Way Home" movie script (2021) to return my research question.

CHAPTER 5 : CONCLUSION

This chapter 5, I conclude all the analysis that I have finished in the previous chapter.