

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Problem

Communication is the act of transferring information from one person to another. However, it is important to understand that communication is only effective if the receiver understands the message. In our daily life, communication helps us build relationships by allowing us to share our experiences, needs, and helps us connect to others. As we obtain the capability of communicating across languages, we achieve interaction at the global level.

We are living today in an interconnected global community where communicating through shared language is increasingly possible. Therefore, translation is necessary to help us communicate with people who speak different language from us. Translation is one of the important activities to support human communication. This is because the language used by humans is different in each region or country so that not everyone will understand what we say.

According to Catford (1965, p.20), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Translation requires transferring meaning from the source language into the target language. Meanwhile, Nida and Taber (1982, p.12) see translating as a process of reproducing in the receptor language with the closest natural equivalent of the source language message. The definition of translation given above indicates that it mostly concentrates on meaning equivalence. Translation is to maintain the messages, meaning, and even cultural context while conveying them to a language that differs significantly from the original.

Translation is not only about written text but there is also audiovisual translation that we can find in the movie. Nowadays, the high interest in audiovisual content in society makes movies or its scripts with other languages can be accessed freely and without limits. The Indonesian movie industry has been dominated by foreign movies, particularly Hollywood movies. Not only adults and teenagers, but

also children are included as audiences. Hollywood movies are increasingly popular among Indonesians due to their high-quality images and exciting stories.

Since the movies are mostly in English so they need to be translated. In this case, the translator has a role in the field of audiovisual communication in translating between languages and cultures. However, translating movie/movie script in different languages certainly requires knowledge and very deep understanding of translation. Moreover, since the movie normally loads important messages, role of the translator is not only translating the content of the movie/movie script, but also finding the right equivalences, so that the audience can understand and get the message.

A translator can use a variety of translation techniques to translate text from the source language (SL) to the target language (TL) while making interlingual subtitles. According to Gottlieb in Ghaemi and Benyamin (2010, p.42) variety of different subtitling strategies can be used including expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Therefore, in order to create a high-quality subtitle, the translator must apply the proper subtitling strategy. If the strategies work, the translator may be able to aid the audience in understanding or grasping the message of the movie.

I will use the movie script which entitled *The Batman* (2022) written by Matt Reeves and Peter Craig which is produced and distributed by *Warner Bros. Picture*. According to Romanchick (2022) this is *WB's* best pandemic era international release and their most successful film overseas. Therefore, I am interested to see how the translator uses his ways to transfer the content of the movie/movie script from one language to another language. In this context, I focus on analyzing the translation of the movie script from English to Indonesian language.

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

Based on the background of the problem, I identify that the process of translating movie script is not just transferring the message from source language

(SL) to target language (TL) but also involving equivalences following the context of the movie. In order to avoid mistranslation or translation errors, the subtitler should pay attention to these factor, that are language differences and cultural background so that the translation will be produced communicatively and appropriately to the viewer.

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

Due to limitation of time and knowledge about subtitling strategies, I limit my research to focus on analyzing the subtitling strategies used in *The Batman* (2022) movie script by Matt Reeves and Peter Craig utilizing ten subtitling strategies which stated by Gottlieb's (1992) and using the minimum of 30 data.

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

Based on the limitation of the problem, my research aims to provide answers to these following questions:

1. What are subtitling strategies found in the *The Batman* (2022) movie script?
2. How is the analysis of the use of Gottlieb's Subtitling Strategies in *The Batman* (2022) movie script?
3. What is the most used subtitling strategies found in the *The Batman* (2022) movie script based on the analysis?

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

Based on the formulation of the problem, there are three major purposes by which I expected to find out as the answers to the problems mentioned earlier:

1. To find out the subtitling strategies found in *The Batman* (2022) movie script.
2. To describe the use of Gottlieb's Subtitling Strategies in *The Batman* (2022) movie script

3. To find out the most used subtitling strategies found in the *The Batman* (2022) movie script.

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

There are some benefits that the readers can get when reading my research. To begin with, I hope that my research can be useful in the academic field related to translation. In addition, I expect my research is beneficial for students in translation field to develop their knowledge about subtitling strategy. Furthermore, this research can be a reference to other researchers for their further research related to translation field, especially on the subtitling strategy. Lastly, I hope my research is also useful for lecturers, as it serves as a reference for 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**

The foundation and general overview of the conducted research are introduced in this chapter. 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, and systematic organization of the research.

#### **CHAPTER 2: THEORETICAL FRAMEWORK**

In this chapter, I explain the theories related to subtitling such as the definition of subtitle, types of subtitles, and subtitling strategies, and discusses previous research done in relation to the research conducted.

### **CHAPTER 3: RESEARCH METHOD**

Research approach and method, research object and data, data collection technique, and data analysis technique are discussed in this chapter.

### **CHAPTER 4: THE USE OF GOTTLIEB'S SUBTITLING STRATEGIES IN *THE BATMAN* (2022) MOVIE SCRIPT**

In this chapter, I provide the results of my research by analysing and describing the subtitling strategies found in *The Batman* (2022) movie script to answer the research question in Chapter 1.

### **CHAPTER 5: CONCLUSION**

In this chapter, I draw a conclusion of my research according to the analysis done in the previous chapter.

