

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Movies are a form of entertainment that is evolved into a communication tool that can convey an extensive amount of knowledge and ideas to an audience, influencing them greatly. The cinema industry has emerged as a popular means of attracting a wider audience in this technological era. In addition to creating high-caliber movies, the movies business also has to deal with the challenge of telling stories to viewers in several languages. However, translators have long since been able to get through this language barrier.

Generally, translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. There are some considerations which follow this process, which mainly related to the accuracy, clarity and naturalness of the meaning, ideas, or messages of the translation. It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do (Nugroho,2023:1). A translator is a person who translates written messages from one language to another. To conduct a translation work is not an easy thing to do. When translating a subtitle text, the translator has some guidelines to follow. He does not only maintain the messages but also establish an equivalent translation according to subtitling guidelines prior to delivery. All subtitled programs are made of three components; the spoken word, the image and the subtitles. The interactions of the three components, along with the viewer's ability to read both the images and the written text at a particular speed, and the actual size of the screen, determine the basic characteristics of the audio-visual medium.

Translation is not an easy task because it deals with transferring thought and ideas from one language to another. The knowledge of the culture of both language and the knowledge of the text being translated and target readers play a very important role when it comes to making a good translation. Therefore, to avoid literal translation, possible misunderstandings, and in-accuracies, it is not

enough for a translator to have an excellent knowledge of both languages but also that of their culture.

Therefore, White (as cited by Handayani, 2019:2) explains that subtitling was the translation of the spoken language (source language) of a television program or film into target language. Usually, the translated content is displayed at the bottom of the screen in two lines. Movie translation is not the same as translating a text, as is the case with most classical translations. Since movies are audio-visual entertainment, the translation and the movie's sound design must work together harmoniously. The translation must also be good and in accordance with the context or background of the movie. Movie translation in subtitling has space and time limitations in interpreting the source language into the subtitles, the translator can use different strategies in an effort to convey dialogue or other content into the target language, which is limited to the place of writing the subtitles on the screen and limited time for the subtitles because the subtitles must be in harmony with what is displayed audio-visually on the screen.

Based on the explanation above, I decided to conduct research on the analysis of subtitling in movie script. The movie script I will use is called *She Said* (2022), written by Rebecca Lenkiewicz. *She Said* (2022) tells the story of New York Times journalists Megan Twohey and Jodi Kantor, who uncovered one of the most important stories that eventually gave rise to the #MeToo movement and broke decades of silence on the issue of sexual violence in the Hollywood industry.

1.2 Identification of the Problem

Based on the background of the study above, I identify that in translating *She Said* (2022) movie script, the translator may encounter difficulties in understanding of the two languages, English and Indonesian language, if they do not understand them deeply. There are several problems in the process of translation such as the different language system in word levels, linguistics levels, and grammatical system. In other words, each language has different

structure, grammar, vocabulary. The translator must also understand the cultural background of the two languages used in the movie script.

1.3 Limitation of the Problem

Based on the identification of the problem, I limit my research to analyze and describe subtitling strategies used by the translator in order to overcome the problems mentioned in the previous sub-chapter. I am going to use Gottlieb's theory as the foundation.

1.4 Formulation of the Problem

Based on the limitation of the problem mentioned before, my formulation of the problem is as follow:

1. What are subtitling strategies used by the translator in translating *She Said (2022)* movie script from English to Indonesian language?
2. What is the most dominant strategy used by the translator in translating *She Said (2022)* movie script from English to Indonesian language?

1.5 Objectives of the Research

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

1. To classify and describe the subtitling strategies used by the translator in translating *She Said (2022)* movie script.
2. To find out the most dominant type used by the translator in translating *She Said (2022)* movie script.

1.6 Benefit of the Research

Based on the objectives of the problem above, there are some benefits that the readers can get when reading my research: I hope my readers especially students in linguistic field can add their knowledge about the subtitling strategies that I researched and I hope my research can become a reference for future researches with similar topic.

1.7 Systematic Organization of the Research

The framework of my term-paper is as follows:

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 by Gottlieb.

CHAPTER 3

: RESEARCH METHOD

This chapter consists of time and location of conducting research, the research approach, the research method, the research object and data, the data collection technique, and the data analysis technique.

CHAPTER 4

: THE USE OF GOTTLIEB'S SUBTITLING STRATEGIES IN *SHE SAID* (2022) MOVIE SCRIPT

This chapter consists of the answers to the research problems. In this chapter, the research problems are solved to achieve the objectives of the research.

CHAPTER 5

: CONCLUSION

In this chapter, I would conclude all the research done in the previous chapter, and I would also provide suggestions.

