CHAPTER 1

INTRODUCTION

1.1   Background of the Research

Movies are one sort of entertainment that many people like. Movies are available to watch and to get on the internet, television, and other media. Movies, which may also be used to learn a lot about history, culture, and other topics, are one of the best ways to learn about other countries' civilizations. Nowadays, movie audiences are not limited to one country. They will expand. They also have a target, this movie can be watched by people outside their country. For people who do not have the language skills of the movie, subtitles are made. The subtitles will be easier to understand by the audience if the translation is readable for them, even if the foreign language is not their mother tongue. However, if they are unable to comprehend or master the foreign language of the movie, the audience will encounter numerous difficulties. This suggests that the audience could not accurately understand the movie's meaning.

When we talk about subtitles, there is such a thing as translation. According to Newmark (1988: 28), says that translation is rendering the meaning of a text into another language in the way that the author intended the text. In short, the meaning of a text should be the same with the author's aim when it is translated. Translation is not only in written text but also in movies.

Thus, the role of the translator in a movie script is very important because the purpose of the translator is to convey a message that can be understood by everyone and also so that the audience can understand the cultural aspects of one society or another through the translation. The way translators transfer movie scripts from one language to another languange is very interesting. The method of determining the in and out times of each subtitle such that they are synchronized with the audio and adhere to the duration requirements, taking into account shot changes. sentence structure, understanding, and the general flow of dialogue while accommodating the characters allowed in accordance with the requirements.

translating from the original language, localizing it, and customizing it. The content must flow naturally and adhere to the same punctuation, spelling, and grammatical requirements. To make the subtitles easier for viewers to grasp, they must be divided. They must, above all, not detract from the spectator. Italics, hyphens, line breaks, and punctuation are a few of the fundamental requirements.

So in this research, I am going to focus on analyzing the translation of movie scripts from the source language, English, to the target language, Indonesian language. I will use a movie script titled "A Man Called Otto" (2022) by David Magee.

According to IMDB (IMDB, 2022), Otto Anderson is a grump who no longer sees purpose in his life following the loss of his wife. Otto is ready to end it all, but his plans are interrupted when a lively young family moves in next door, and he meets his match in quick-witted Marisol. She challenges him to see life differently, leading to an unlikely friendship that turns his world around.

1.2   Identification of the Problem

Based on the background of the problem, the identification of the problem in "A Man Called Otto" (2022) movie script is that the translator may have difficulty to transfer the message intended by scriptwriter from English to Indonesian language due to different grammatical and cultural references.

1.3   Limitation of the Problem

Based on the identification of the problem, I limit my research to focus on analyzing the subtitling strategies used in "A Man Called Otto" (2022) movie script by David Magee by utilizing Gottlieb's (1992) theory.

1.4   Formulation of the Problem

Based on limitation of the problem, the formulation of the problem is as follows:

1. What are the subtitling strategies used by the translator in the "A Man Called Otto" (2022) movie script by David Magee?

2. What is the most used subtitling strategy by the translator in the "A Man Called Otto" (2022) movie script by David Magee?

1.5 Objectives of the Research

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

1. To classify and explain the subtitling strategies found in the "A Man Called Otto" (2022) movie script by David Magee.
2. To find out the most subtitling strategy used in "A Man Called Otto" (2022) movie script by David Magee.

1.6 Benefit of the Research

There are some benefits that the readers can get when reading my research: First, I hope that my research will be useful for other researchers who are studying and focusing on the subtitling field. And second, I hope my research can provide a new reference for students who are interested in subtitling strategies.

1.7 Systematic Organization of the Research

The framework for writing a term paper which titled "Gottlieb's Subtitling Strategies Used In "A Man Called Otto" (2022) Movie Script By David Magee" 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   **: THEORITICAL FRAMEWORK**

This chapter consists of theories related to my research such as: definition of subtitling and subtitling strategies.

CHAPTER 3   **: RESEARCH METHOD**

This chapter consists the 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   **: GOTTLIEB'S SUBTITLING STRATEGIES USED IN "A MAN CALLED OTTO" (2022) MOVIE SCRIPT BY DAVID MAGEE**

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 conclude my research by giving conclusion and suggestions.