CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In this world every country have national language, and the international language of all countries is english. English is universal language, english language is the primary language of several countries, including Australia, Canada, New Zealand, the United Kingdom and many of its former colonies, and the United States. And the second language in a number of multilingual countries, including India, Singapore, and the Philippines, because it is too widely used in several countries, many discoveries of english literary works are translated into other languages. As cited by Umairoh (2022:17) translation is an activity that anyone can engage in without special study of technical processes. Translation is not easy to do, when we want to translate a message ot text, the translator must know what the strategy to use. The translator not only transfers the meaning from the original language but also the translator should establish the equivalent of translation from English to Indonesian language.

Translation is not only used in literary novel but also used to translate films, in this case, is a film/movie. In this field of translation is called subtitling. Simanjuntak (2013:18) states that subtitling is textual versions of the dialogue which is not in films only, but also in television programs. Subtitling is very important in the film, because subtitling has given many contributions. They are usually displayed at the bottom of the screen. Through subtitling, the audience of the foreign film can enjoy the film by reading the translated text on the off screen without ambiguous thinking. One might say that subtitling is more authentic. Since it does not hide the original sound. As the major method of translating films, subtitling involves the least interference with the original. In the other words, therefore, it contributes to experience the flavor of the foreign language. Subtitling is a way to translate the foreign film without tampering the original soundtrack and dialogues, as it the case in dubbing.

As mentioned above, i decide to analyze the use of subtitling in a movie script. I use *Black Panther* movie published in cinema in 2018. *Black Panther* is one of the famous films made by marvell that tells about, after the death of his father, T'Challa returns home to the African nation of Wakanda to take his rightful place as king. When a powerful enemy suddenly reappears, T'Challa's mettle as king and as *Black Panther* gets tested when he has drawn into a conflict that puts the fate of Wakanda and the entire world at risk. Faced with treachery and danger, the young king must rally his allies and release the full power of Black Panther to defeat his foes and secure the safety of his people.

1.2. Identification of the Problem

I found that there are difference of grammatical structure of English and Indonesia language in *Black Panther* movie script, and also different background culture of the language. I identify that in translating, especially subtitling, the translator may get difficulty of different language structure between source language and target language, and also of the different background culture.

1.3. Limitation of the Problem

Based on the identification of the problem, I limit my research to analyze subtitling strategies found in utterances of *Black Panther* movie script. The problem described in the discussion above is a broad problem, therefore i set limits so that is not too broad and i set limits to focus on the speech in the entire script of *Black Panther* movie script and the Indonesian subtitle *Black Panther*. This research just focus on the subheading strategy used by Gottlieb, looking at the source text and also the target text.

1.4. Formulation of the Problem

Based on the limitation of the problem, my formulation of the problem in my research are:

1. What subtitling strategies used by the translator when translating *Black Panther* movie script from English to Indonesian language?

2. What is the most dominant subtitling strategy used by the translator when translating *Black Panther* movie script from English to Indonesian language?

3. How subtitling strategies used by the translator when translating Black Panther movie script from English to Indonesian language?

1.5. Objectives of the Research

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

1. To describe the subtitling strategies used by the translator when translating *Black Panther* movie script from English to Indonesian language.

2. To find out the most and least dominant strategy used by the translator when translating *Black Panther* movie script from English to Indonesian language.

3. To analyze each utterance in *Black Panther* movie script according to the strategy used by Gottlieb.

1.6. Benefit of the Research

I expect my research could be beneficial to other especially people who learn about linguistic. And I hope this research can give knowledge about Gottlieb subtitling strategy, and can be used as reference for students who learn about translation.

1.7. Systematic Organization of the Research

This study consists of five chapters. Each chapter is presented as follows:

CHAPTER 1   : INTRODUCTION

This chapter introduces the foundation and general overview of the research undertaken. 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   **: THEORITICAL FRAMEWORK**

In this chapter, I will explain about the theories related to the subtitling such as definition of subtitling, kinds of subtitling, and subtitling strategies.

CHAPTER 3   **: RESEARCH METHOD**

In this chapter, I will describe the method of time and location, research approach and method, research object and data, data collection technique and data analysis technique.

CHAPTER 4   **: GOTTLIEB'S SUBTITLING STRATEGIES USED IN *BLACK PANTHER* (2018) MOVIE SCRIPT**

In this chapter, I will provide result of my research by describing the subtitling strategies found in *Black Panther* movie script to answer research questions.

CHAPTER 5   **: CONCLUSION**

This chapter presents the conclusion of the findings and discussion to complete the research.