CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Communication is like the secret sauce of social interactions. It is the key to understand and being understood. Imagine a world where everyone just nodded and smiled, but no one actually spoke. It would be a silent movie without subtitles. Another example of communication is watching movie. With movie we can see that many people communicate from one language to another. Movies are one sort of entertainment that many people like. "Movie" is a term commonly used to refer to a motion picture or a movie. It is a form of visual storytelling that combines moving images, sound, and sometimes other sensory elements to convey a narrative or explore various themes.

Movie can span various genres, including drama, comedy, action, thriller, romance, science fiction, and many others, offering audiences a wide range of stories and experiences. Subtitles exist as a means to expand the audience coverage of a movie, initially the target audience was only those who could speak English, but with subtitles, viewers who are not native English speakers can enjoy the story presented in the movie. Therefore, all speech is translated into another language in order to achieve that. Moreover, only the spoken words in the video are transcribed. Subtitling, according to Gottlieb (1992: 161), is a type of semiotic translation that appears as one or more lines of text displayed on the screen after being synced up with the original message in polysemiotic media like movie, television, video, or DVD.

According to Ruminingsih (2023: 8), subtitling is one of the screen translating or textual versions of the dialogues on audiovisual products such as movies, television programs, video games, documentaries, series. Subtitles are usually displayed at the bottom of the screen and provide a

translation or transcription of the dialogue spoken in the movie. And they use a translator to translate the movie's from sorce text to target text for the viewers. Because we live in Indonesia, the movie that will be translated will use Indonesian language. The job of translating the dialogue and other content from the movie's original language into the language of the subtitles is performed by a translator. The translator's primary objective is to accurately replicate the meaning, tone, and nuance of the original dialogue while adapting it to the limitations of subtitling, such as time restrictions and screen readability. The subtitles' ability to properly communicate the intended message to viewers who may not comprehend the original language depends heavily on the work of translators. They must be fluent in both the source and target languages and possess a thorough knowledge of idioms, wordplay, and cultural references. They can effectively capture the spirit of the dialogue thanks to their skill.

Based on the explanation above, I am interested an analyzing movie script titled "Black Panther: Wakanda Forever" (2022). The story revolves around the people of Wakanda, led by Queen Ramonda, Shuri, M'Baku, Okoye, and the Dora Milaje, are fighting to protect their kingdom from world powers following the death of King T'Challa. The heroes must band together with War Dog Nakia and Everett Ross to forge a new path for their nation. The movie begins with Shuri trying to recreate a herb to save T'Challa's life, and Ramonda informs her that T'Challa has passed away. A year later, King Namor, a mutant leader of an oceanic warrior race, threatens Wakanda by attacking a ship holding vibranium. The Wakandans must prepare to fight against the invaders, with or without their valiant defender.

1.2 Identification of the Problem

Based on the background of the research before, I identified that in the process of translating the "Black Panther: Wakanda Forever" movie script, the translator may face various obstacles, for example related to aspects of grammatical differences and cultural references from English to Indonesian language.

1.3 Limitation of the Problem

Based on the identification of the research, I limit my research to focus on analyzing the subtitling strategies used by the translator in "Black Panther: Wakanda Forever" (2022) movie script by Ryan Coogler and Joe Robert Cole by utilizing Gottlieb's theory.

1.4 Formulation of the Problem

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

1. What are the subtitling strategies used by the translator in the "Black Panther: Wakanda Forever" (2022) movie script from English to Indonesian language?
2. What are the most used subtitling strategies in the "Black Panther: Wakanda Forever" (2022) movie script from English to Indonesian language?

1.5 Objectives of the Research

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

1. To analyze and explain the subtitling strategies found in the "Black Panther: Wakanda Forever" (2022) movie script from English to Indonesian language.
2. To find out the most used subtitling strategy in "Black Panther: Wakanda Forever" (2022) movie script from English to Indonesian language.

1.6 Benefit of the Research

There are several benefits I hope the readers could get by reading my research: 1) this study could be advantageous to those who learn about translation, they can use it as learning reference; and 2) this study could also be a reference to other researchers who are interested on studying similar topic with mine.

1.7 Systematic Organization of the Research

The framework for my term-paper is as follows:

CHAPTER 1   : **INTRODUCTION**

This chapter consists of research layout stages, such as background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objectives of the research, benefit of the research, systematic organization of the research.

CHAPTER 2   : **THEORETICAL FRAMEWORK**

This chapter consists of the theories related to my researchtopic such as definition of subtitling, and subtitling strategies.

CHAPTER 3   : **RESEARCH METHOD**

This chapter consists of the ways of conducting the research and conducting its analysis, such as the explanation about the time and location, 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 STRATETGIES USED BY TRANSLATOR IN "BLACK PANTHER: WAKANDA FOREVER" (2022) MOVIE SCRIPT**

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

CHAPTER 5   : **CONCLUSION**

In this chapter, I will conclude all the analysis that has been done in the previous chapter, by also

adding suggestions for the future researches.