

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In the present world, movies are part of culture and are one of the most popular means of entertainment. As mentioned by Allen and Geomery (1993:156), movies are dominating cultural means that define outlooks on life and impact people's behavior. In a way, it can entertain the viewers, give them a way to travel to other worlds and leave them feeling certain emotions. Movies are not only to entertain; they also have the ability to show the attitudes of the era in which the given movies are made and provide glimpses into the societal, political, and other environmental contexts available in the given society.

Movies have an important impact on how society's norms, values, and beliefs are shaped and on the concerns of the society in which they are made. In addition to being a kind of entertainment, they are effective means of social criticism, education, and communication. It suggests that movies frequently act as a prism that helps us comprehend the cultural background of a certain era and location. One example of a movie that recounts events during a certain period of history is found in the 2005 movie *Good Night, And Good Luck*. The movie portrays the atmosphere of the Cold War era or political unrest that often captured the sentiments and fears of the time.

Screenwriters are the experts involved in developing and producing celluloid screenplays. They may build their material on new ideas or borrow existing books or stories from other forms of media. According to Field (2005:219), movie scripts differ from traditional literary forms, such as novels, in their more structured and specialized format, consisting of three main parts: The title page, the headings of a scene, and the actual script page where the scene is written. These scripts are well crafted to offer one continuity of vision to the directors, the actors, and all the production staff and crew to enable the story and the message to reach the targeted audiences. Since cinema has gone beyond the linguistic realm that dictates the written language, the need to get excellent translations becomes paramount so that none of these scripts lose their essence.

The process of translating spoken or written words from one language to another without affecting their meaning, spirit, or content is known as translation. It is very important to ensure that people from different cultural backgrounds and languages understand one another. In simple terms, (Newmark, 1988:7) states translation is much more than simply communicating directly; it requires a deep comprehension of the nuances, idioms, and cultural elements that define a language. As a result, translation is a complex skill that demands a profound understanding of culture rather than just a mechanical technique. Also, Suya (2019:1) argues that it is important that we focus on the cultural differences between languages and take advantage of a simpler translation approach while translating English literary works. To build on this perspective, it becomes evident that understanding cultural nuances is crucial not only in literary translation but also in other forms of media.

When it comes to word and culture translation in the sphere of world cinematography, the use of subtitling appears critical. Subtitling services are one of the means of audiovisual translation, and they are now very influential in the movie industry. Subtitling is a crucial process in passing the message and meaning of the movie to an audience of a different language. Gottlieb (1992:166) defines there are 10 main strategies used in the subtitling strategies: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Thus, the most important aspect of subtitling is the translator's approach to accurately and successfully conveying the information from the source language to the target language. When addressing culturally varied and historically complex films, the importance of subtitling in expressing the fundamental message of a film becomes especially significant. There are many culturally diverse and historically complex story films, and one of them is Quentin Tarantino's 2019 movie script, *Once Upon a Time in Hollywood*.

Director Quentin Tarantino's 2019 movie "*Once Upon a Time in Hollywood*" depicts the Hollywood era of the late 1960s. The movie script focuses on declining TV star Rick Dalton and stuntman Cliff Booth as they struggle to break into the rapidly changing Hollywood industry. The movie script also revolves around the notorious Manson Family, who murdered actress Sharon Tate. With humor, suspense, and drama, the movie script is a sentimental love letter to the golden age of Hollywood and Los Angeles in the 1960s. Based

on available information, this movie script appears to be noteworthy, so research is conducted on it.

I chose *Once Upon a Time in Hollywood* movie script because the dialogue one strong element of language that stands out is its use of nostalgic dialogue that reflects the time period, tone, and attitudes of 1960s Hollywood. The cultural references and historical allusions specific to the era also make subtitling more than a linguistic exercise; it becomes a study of cross-cultural communication. Following that, I would like to examine how subtitling is used in *Once Upon a Time in Hollywood* (2019).

1.2 Identification of the Problem

I identified the problem, in the movie script *Once Upon a Time in Hollywood* (2019) relates to the various challenges encountered by the subtitler during the translation process. These challenges stem primarily from significant cultural and linguistic differences between the source and target languages. Additionally, the frequent use of informal language, slang, idiomatic, and humor presents further difficulties, as these elements are deeply embedded in the cultural context of the late 1960s.

1.3 Limitation of the Problem

The first limitation of my research is the usage of Gottlieb's (1992) Subtitling Strategies. My limitation with using Gottlieb's (1992) subtitling strategies is that it is more expansive and detailed in addressing subtitles. In addition, Gottlieb's subtitling strategies provide a greater focus on cultural adaptation and linguistic nuances because this strategy provides information that is not confusing for viewers with different cultural backgrounds.

The second limitation of my research is that in the script of *Once Upon a Time in Hollywood*. I only analyze the dialogues from English based on characters who often use informal language, slang, idioms, and humor that reflect the cultural norms of the 1960s era. Those characters are Rick Dalton and Cliff Booth. I limit this to only those two characters due to the limitations of the time which is given only six months to finish and knowledge.

1.4 Formulation of the Problem

Based on the limitation problem, the problem of this research can be formulated as follows:

1. What are the types of Gottlieb's Subtitling strategies used in the script movie *Once Upon a Time in Hollywood* from English to Indonesian language?
2. How is the analysis of each of Gottlieb's subtitling strategies script used in the movie *Once Upon a Time in Hollywood* from English to Indonesian language?

1.5 Objectives of the Research

Based on the formulation of the problem above, the objectives of the research are to analyze and explain:

1. The Gottlieb's subtitling strategies applied in translating the dialogue of *Once Upon a Time in Hollywood* movie script from English to Indonesian language.
2. How each of Gottlieb's subtitling strategies used in the movie script *Once Upon a Time in Hollywood* from English to Indonesian language.

1.6 Benefit of the Research

Based on the objectives of the research problem, the benefits of this research offers several key benefits. There are numerous important advantages to research. In practical terms, it offers guidance to translators and subtitlers on how to apply Gottlieb's subtitling strategies to handle informal expressions, slang, and humor in a way that ensures accurate linguistic and cultural translation. In theoretical benefit, it advances translation studies by examining how these approaches might be used to overcome difficulties in translating culturally complex, particularly in the example movie script *Once Upon a Time in Hollywood*. It also acts as a valuable guide for scholars and students as the research highlights how subtitling techniques are actually used in audiovisual translation in the real world to improve teaching and learning.

1.7 Systematic Organization of the Research

The structure of the term paper is explained as follows:

CHAPTER 1: INTRODUCTION

This chapter consists of the phase of the research layout, including the problem's background, identification, limitations, formulation, objective, benefits and the systematic organization of the research.

CHAPTER 2: THEORETICAL FRAMEWORK

This chapter consists of the theories related to my research, such as the definition of translation, subtitling, and subtitling strategies. It also consists of the previous related studies.

CHAPTER 3: RESEARCH METHOD

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

CHAPTER 4: ANALYSIS OF GOTTLIEB'S SUBTITLING STRATEGIES IN THE QUENTIN TARANTINO'S MOVIE SCRIPT *ONCE UPON A TIME IN HOLLYWOOD* (2019)

This chapter consists of the results of my research, which is on subtitling strategies.

CHAPTER 5: CONCLUSION

This chapter consists of the conclusion of the analysis done in the previous chapter.