

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Seizing foreign language skills as a second language is an interesting thing for many people in the current era. Because as we already know, mastering a foreign language is very useful and essential, especially English, because English is an international language. One way to understand and master English is by using the translation process. According to Newmark (1988:5-7), translation is a double-edged instrument that has a specific purpose to demonstrate the knowledge of foreign language learners, both as a form of mastery and to train their intelligence to develop their competence; this is done to transfer meaning and convey messages from one language to another. According to Machali, as cited in Restiana (2023), translation is an attempt to "replace" the source language (SL) text with an equivalent text in the target language and translate its meaning as intended by the author. This action is a unit of linguistic part that translates from one language to another language.

Translation has undoubtedly been influential in helping people who do not understand a context, one of which is a movie script that is used as a subtitle in a movie and drama script. However, subtitles are not perfect; in translating subtitles, the translator must comply with some differences between the source and target languages. This is directly related to some technicalities, such as the duration of the movie show; therefore, the translator must be able to adjust the timing of their translation with the scenes that appear.

In this study, I would dissect in depth and detail about the techniques used found in the script used by the translator through Gottlieb's (1992) theory, and the main object that becomes the basis for research is a script of *Avatar: The Last Airbender*. The selection of the object stems from the unique theme and plot of the story, where a work of fiction is combined with the culture of each group contained in the script,

which creates a wide space for various translation strategies to enter into a translation of the script.

According to Olin (in Netflix Life, 2023), *Avatar: The Last Airbender* is an American adventure fantasy television series made into live-action and directed by Albert Kim. The movie was developed from a television animation aired by Nickelodeon from 2005 to 2008, but the characters were not replaced; some of the characters are Aang, Katara, Sokka, Zuko, and Fire Lord Ozai. This series features fictional elements regarding the history of the fire kingdom, water kingdom, earth kingdom, and the last is the wind kingdom. It is told in this series that the fire kingdom wants to rule the whole place when the wind kingdom collapses and there is nothing left, but there is still Aang, the last remaining airbender controller on earth.

1.2 Identification of the Problem

Based on the background of the problems described in the previous section, I identify that when translating a script, a translator is faced with some complicated difficulties; if the translation is not in accordance with the source language, there will be a shift in the actual meaning so that the intended message is not conveyed properly to the viewers, and the cultural background is also important in translating. Therefore, the translator is required to pay attention to all matters in the translation process.

1.3 Limitation of the Problem

Based on the identification that has been presented in the previous section, I limit this research by analyzing subtitling strategies found in *Avatar: The Last Airbender Season 1* using Gottlieb's theory.

1.4 Formulation of the Problem

Based on the limitation of the problems that have been described previously, this study aims to answer the problems including:

1. What are Gottlieb's subtitling strategies used in the drama script of *Avatar: The Last Airbender* Season 1 from English to Indonesian language?

2. Which subtitling strategies are used more frequently in the drama script of *Avatar: The Last Airbender* Season 1 from English to Indonesian language?

1.5 Objectives of the Research

Based on the problem formulation that has been described in the previous section, the objectives of this research include the following:

1. To analyze and describe the subtitling strategies used in the drama script of *Avatar: The Last Airbender* Season 1 from English to Indonesian language.
2. To describe the most used translation strategies based on the research results in the drama script of *Avatar: The Last Airbender* Season 1 from English to Indonesian language.

1.6 Benefit of the Research

I hope that the results of this study can provide new knowledge that is useful in the field of education, especially in the linguistic field related to translation strategies. This research is also expected to be helpful and provide knowledge to language learners in the field of translation, especially Gottlieb's (1992) subtitling strategy. In addition, I also very welcome to students who use this research as a reference when studying translation.

1.7 Systematic Organization of the Research

The framework of the term paper writing which is titled “Gottlieb’s Translation Strategies Used in the *Avatar: The Last Airbender* Season 1 Drama Script by Albert Kim” 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 contains theories related to this research, namely Gottlieb's translation strategy.

CHAPTER 3 : RESEARCH METHOD

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

CHAPTER 4 : GOTTLIB'S TRANSLATION STRATEGIES USED IN THE *AVATAR: THE LAST AIRBENDER* SEASON 1 DRAMA SCRIPT BY ALBERT KIM

This chapter consists of strategies, results, and explanations of related research in subtitling strategies.

CHAPTER 5 : CONCLUSION

This chapter consists of conclusions in this study, especially on the analysis that has been made in the previous chapter, and also suggestions for future researchers