

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

One of the finest ways to learn about foreign language and cultures is through movie and dramas, which can also be used to learn a lot about history, medicine, and other topics. For example, movie and drama viewers in Indonesia, although not everyone is proficient in English, when watching movies and dramas in English, they can understand the context of the story because of the subtitles that are presented equivalently. However, the audiences face numerous challenges if they are unable to comprehend the foreign language used in the movie and dramas. This implies that audiences may not receive the movie's message in an accurate manner.

Therefore, the language of the movies and dramas, and also its script must be translated into the specific target language in order for the audiences to comprehend the story and enjoy the movies and dramas. There is no denying that subtitles are an engaging and accessible translation format. Because subtitles are well-known to people, they are the most popular type of audiovisual translation. According to Rahmatillah (2016:14-24) a translator must be able to translate well in both their own language and other languages. The challenges related to the differences between two languages frequently arise throughout the translation process, necessitating the mastery of translation methodologies on the part of translators (Firdaus, 2016:53)

Subtitle translation presents four types of challenges, according to Hatim and Mason (in Venuti, 2000), the first is the transition from spoken to written language, the second is what controls the channel or medium via which meaning is communicated. The necessity to match the visual image comes last and is followed by the reduction of the source text in step three. There are also some guidelines for subtitles that need to be followed. Additionally, interpretation is used to convey translation from the source language (SL) into the target language (TL). Rahmatillah (2016:14-24) asserts that a translator ought to be proficient in their mother tongue as well as other languages. As mentioned,

difficulties arising from the disparities between the two languages frequently occur throughout the translation process, therefore the translator must possess a strong understanding of translation methods (Firdaus, 2016:53).

Based on the explanation above, based on the explanation above, it can be seen that subtitling has an important role in spreading the message of movie and drama scripts. Therefore, I am interested in analyzing the subtitling in the drama script entitled *The Summer I Turned Pretty*. According to Movie Web website (2022), *The Summer I Turned Pretty* is an American coming-of-age romantic drama television series produced by Amazon Prime Video. *The Summer I Turned Pretty* tells the story of fifteen-year-old Belly and her eventful summer vacation at Cousins Beach but there is something different about this summer. While she gets to reunite with her friends Conrad and Jeremiah, the former which she's previously had a crush on, things seem to change in this summer and causing love triangle between Belly, Conrad, and Jeremiah.

1.2 Identification of the Problem

I identified that in translating the drama script *The Summer I Turned Pretty* from English to Indonesian Language, the translator faced challenges especially in the language and cultural aspects. These challenges must be overcome by the translator in order to create subtitling that is equivalent and can be understood by audiences.

1.3 Limitation of the Problem

Referring to the problem identification above, I limit the focus of my research to the analysis subtitling strategies in *The Summer I Turned Pretty* Season 1 drama script by using Gottlieb's translation theory.

1.4 Formulation of the Problem

Based on the limitation of the problem, I formulate the problems as follows:

1. What are the subtitling strategies used to translate *The Summer I Turned Pretty* drama script from English to Indonesian language?

2. What is the most dominant strategy used to translate *in The Summer I Turned Pretty* drama script from English to Indonesian language?

1.5 Objectives of the Research

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

1. To classify and describe the strategies used in the subtitling text of *The Summer I Turned Pretty* drama script.
2. To find the most dominant strategy used in the subtitle of *The Summer I Turned Pretty* drama script.

1.6 Benefit of the Research

According to the objective of the research, I expect some of the potential benefits of my research: theoretically, I expect this research to be valuable and informative for other researchers and increase the readers knowledge specially in analysing drama script. I hope that this research can be a learning reference for English Language Department students. Practically, I hope this research will be useful to give more and new information about the analysis of subtitling strategies.

1.7 Systematic Organization of the Research

To facilitate research in writing this, the systematic organization of the research consists of five chapters, and each chapter consist of sub-chapters with following arrangement.

CHAPTER 1 INTRODUCTION: This chapter consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objectives of the problem, benefit of the problem, systematic organization of the problem.

CHAPTER 2 THEORITICAL FRAMEWORK: This chapter consists the theories by the experts that I use in accordance with the title of the research.

CHAPTER 3 RESEARCH METHOD: This chapter consists of time and location, research approach and method, research object and data, data collection technique, and data analysis technique that I use in analysing the drama script *The Summer I Turn Pretty*.

CHAPTER 4 GOTTLIEB'S SUBTITLING STRATEGIES IN THE ENGLISH TO INDONESIAN LANGUAGE TRANSLATION OF *THE SUMMER I TURNED PRETTY* DRAMA SCRIPT: This chapter consists of subtitling strategies analysis to prove my research objectives.

CHAPTER 5 CONCLUSION: This chapter consists of the conclusion of the research and suggestions for the future researches.