CHAPTER 1

INTRODUCTION

1.1. Background of the Report

Technology, and more precisely, digitization, makes our lives easier and also leads to an improvement of other abilities (Wilmer et al., 2017). Nowadays, most people have computers, laptops, tablets, and even smartphones where they can browse the internet from anywhere, anytime. There are many ways through which technology has made life easier; it has made communication easier; advertising has been made easier; it has made learning easier; etc. In this particular case, technology had certainly made learning easier through a lot of things, for example, through movies. It cannot be denied that there are lots of movie platforms on the internet, which people love. They rather watch movies at home through their phone or even on TV than waste money on movie tickets, let alone with this whole Covid-19 situation whereas the cinemas are closed, online movie platforms are in their heyday.

How can movies help people learn something? A research by Koolstra and Beentjes (1999) has confirmed that subtitles really induce a learning effect. According to Reich (2006), subtitles is a branch of translation called audiovisual translation in which viewers can read statements of dialogues on the screen as well as watch the images and listen to the dialogues. According to Gottlieb (2001, p. 124), there are two kinds of subtitling; vertical (same language) subtitling and

1

diagonal (different language) subtitling. A research by Permatasari (2018) has proven that reading subtitles in L2 improve content comprehension of L1 movies. Moreover, almost all studies about subtitles proved that subtitles could improve language learning, vocabulary acquisition, and comprehension (Hayati & Mohmedi: 2009, Ebrahimi, & Bazaee: 2016. can: 2017).

In making subtitles, research is mandatory. There is a lot of culture in this whole wide world which means there is diversity in each and every meaning of certain words. This is why translating itself is complicated, not to mention that it will be seen by a lot of people so it has to be perfect. Subtitles exist to make watching movies — especially short films in different languages — much easier, to not let the viewers still have to guess, let alone be confused about the subtitles. The writer loves watching movies, especially movies in different languages. But it is a shame when she found foreign movies with no subtitles because sometimes, there were unfamiliar terms in the movie. It would be tiring to pause the movie and search for those unfamiliar terms and then continue watching again. Therefore, the writer would love to make her own subtitles which could be used by other people too.

Therefore, the writer is interested in the microstrategies that are used in subtitling and also to solve the challenges in the process of making it. The writer believes she can improve more skills in this field. Thus, the writer wanted to fulfill these purposes which led her to her final report about "Producing Communicative Subtitle for a Short Film Home is Where Your heart Aches".

1.2. Statements of the Problems

There are two problems in this report as follows:

a. What microstrategies were used to translate conversations from films in order to make subtitles; especially in the short film called "Home is Where Your Heart Aches"?

b. What are the challenges in making those translations?

1.3. Limitation of the Report

The limitations the writer encountered:

1. Lack of time.

The writer may not have enough internship period due to the selection process of the internship itself. That is why the writer must do a double job as an intern and also as a student who is in her final report writing process.

2. Data collection.

The writer uses two ways to collect data; notes and feedbacks. The writer found it difficult to only rely on data from the notes and feedbacks because the answers vary. This made the writer had some difficulties in which answers or results are better than others.

1.4. Objectives of the Report

The purposes of the report in the internship are the following:

a. To understand the microstrategies used to translate conversations from short films in order to make easy-to-understand subtitles

b. Knowing the challenges and also suggest some things in the process of making those translations.

1.5. Significance of the Report

The benefits of the report in four different aspects:

1.5.1. For the writer

This final report is beneficial to develop the writer's skill in making subtitles by translating the conversations in short films and gain more knowledge about subtitling microstrategies and how to make easy-to-understand movie subtitles. It also helps to develop the writer's writing skills in writing reports. The writer can also implement knowledge for a future career.

1.5.2. For the alma mater

This final report is useful for the alma mater to improve the skill and quality of students in Universitas Airlangga and also to share the writer's experience.

1.5.3. For the company/institution

This final report is beneficial for English Diploma students because it introduces and explains various subtitling micrpstrategies which are used in subtitling and also to enhance the quality of the writer's translations especially in making subtitles.

1.5.4. For other interns

This final report will be useful to increase their knowledge on subtitling microstrategies which are mainly used in the process of making subtitles.

4