

CHAPTER 1

INTRODUCTION

1.1 Background of the Report

In the last few years, the consumption of Audiovisual content has increased very rapidly. According to PricewaterhouseCoopers (2012), the current development is shown by the high increase in the Audiovisual content industry market from year to year. Still stated by PricewaterhouseCopers (2013) stated that this is due to the large consumption of technological devices that are getting closer to society and daily activities. Therefore, it is straightforward to get information, entertainment, and other Audiovisual content with just the device they have in this very advanced era. Most information and entertainment can be interpreted as part of Audiovisual content, along with the wealth of other Audiovisual content industries that can produce content. According to Perigo et al. (2016), in recent years, the consumption of Audiovisual content has increased with the emergence of the internet and video-on-demand streaming services. Therefore, the habits that have initially been watching through television screens and traditional cinemas have moved to their media devices. This is very likely to be one of the effects of the increasing popularity of Audiovisual Translation.

Meanwhile, AVT (Audio Visual Translation) is the concept of "audiovisual conversion," which refers to transferring linguistic elements of audiovisual works and items from one language to another. It can be made for both audio and visual. Chiaro (2012) said that various audiovisual items include translations, namely films, television programs, stage productions, musicals, operas, websites, and

computer games. Cho (2014) also stated that AVT is a translation that can be made or realized in two elements. The audio-verbal (dialogue, sound on the screen, and songs) from the audiovisual text. It can be ascertained that Audiovisual Translation is a translation process from the Source Language to the Target Language with two elements, namely audio and visual. What is meant by audio is an element that can be heard, while visual is an element that can be seen. These elements are indispensable for AVT.

AVT has not only two elements to pay attention to but also two techniques to pay attention to. They are subtitling and dubbing (Bordwell & Thomson, 1990). According to Mack (2001), subtitling techniques can be found in movies, award shows, and foreign language speeches that are being broadcast live. Robertson (2009) stated that online content in videos is mainly found using the subtitling technique. He brings up the research results, and more than 80% of people will watch the entire video when the subtitles appear.

However, AVT technology has been used since the film industry entered Indonesia in the 19th century with the first film entitled "*Loetoeng Kasaroeng*" by G. Kruger and L. Hauveldrop in 1926. Because the first movie that entered was foreign-made, but still with authentic Indonesian stories, quoted from Pranajaya (2005). After that, at the beginning of independence, which converted the Dutch-owned Pacific Corporation into the National Film Center (PFN), which led to the emergence of the Indonesian Film Festival. However, Sudjas (2002) stated that the existence of PFN makes foreign films enter Indonesia and makes local films unable

to compete. Therefore, along with time, more and more foreign films have entered Indonesia.

Due to the rapid development of AVT and supported by the advancement of technologies that exist today, the writer did a movie subtitling as a project. The writer fulfilled her internship assignment and got data for analysis. The writer did an internship at the English Diploma Program by doing a subtitling project on a movie entitled *Positive* by The Bramantyo. The writer chose the film because the film is very suitable for the current situation, where the case is currently rampant with the Covid-19 virus. According to the writer, apart from entertaining, this movie can also educate the general public. The writer uses the Introduction to Translation, Indonesian-English Translation, Features Translation courses as references in the subtitling process of this movie. In addition to subtitling this movie, the writer also looked for slang words in this movie.

1.2 Statements of the problems

- a. What the types of slang words found in the short movie entitled *Positive* by The Bramantyo?
- b. What were subtitling strategies used in the short movie entitled *Positive* by The Bramantyo?

1.3 Limitation of the Report

There are several limitations of the report that the writer has put on the writer's exploration during the writer's internship. Those limitations of the report are:

1. Lack of time: This is due to the limited time given to complete the movie subtitles. The movie duration is not too long, like movies in general. As a

result, the writer can only find a few slang words. Besides, cultural differences in slang make it difficult for her to find slang words in the movie, apart from knowing the definition of each slang word. She must also pay attention and divide the time between completing the subtitles in the movie and collecting the data to be used. She takes approximately one month to complete everything and collect data used in the final report.

2. Access to data: In this final report, the writer discusses some of the slang words used in Indonesian to English. However, She does not discuss slang words in depth because of cultural differences in slang words. Language in culture is comprehensive so that the writer only discusses a few slang words, which according to her, can be discussed without causing misunderstanding in a language culture.
3. Method: When collecting the data, the writer does not use the methods used when collecting data in general. This is because she collects data from a movie to which she gives the subtitles. The writer does not need to use the methods used when searching for data in general.

1.4 Objectives of the Report

- a. To find the type of slang words in the subtitle of the short movie entitled *Positive* by The Bramantyo.
- b. To describe subtitling strategies used in the short movie *Positive* by The Bramantyo.

1.5 Significance of the report based on topic

- 1.5.1. This final report is beneficial for the writer in:

- i. Improving the writer's expertise in presenting translation methods and requirements.
 - ii. The application of the course during university lectures.
 - iii. Improving the writer's skill in Academic Writing.
- 1.5.2. This final report is beneficial for Universitas Airlangga in:
- i. Exploring the potential of students at Universitas Airlangga in the field of translation.
 - ii. Boosting Universitas Airlangga efficiency.
 - iii. Applying the knowledge that given from Universitas Airlangga to the work field.
- 1.5.3. This final report is beneficial for the English Diploma Program in:
- i. Determining their translation ability.
 - ii. Improving the quality of the English diploma program.
 - iii. Applying everything that learned in class to use.
- 1.5.4. This final report is beneficial for other interns in:
- i. Helping each other during the internship.
 - ii. Developing other translation interns.