

CHAPTER I

INTRODUCTION

I. 1. Background of the study

In every film presentation on DVD or VCD or TV station, we always see a written text at the bottom of our television screen. The writings are the Indonesian translation of the whole English dialogues or monologues in a film called subtitle. By reading the text we know what the actors and actresses or narrators talk about and make the non-native viewers understand the film. In other words, we can enjoy a film just by reading the available text. In this way, we can understand messages, which are conveyed by the movie. In subtitling, it is the subtitler's job to spot the production, translate and write the subtitles in foreign language required. Furthermore, the subtitle must be appropriate with idiomatic and cultural nuances of the target language. We often see the DVD or VCD or even television program with the wrong subtitles in the screen. Sometimes the translated utterance is not appropriate with the target language and cultural nuances and so the original meaning will loose. Based on the phenomenon above, the writer is interested in discussing about subtitling as media to convey the message from one culture to another culture. As a process, subtitling needs criteria, which must be fulfilled by the subtitler so that Indonesian viewers can understand it well. For the data the writer chose English movie called 'Ladder 49'.

The writer enjoyed watching DVD and VCD very much. She accidentally found this movie. The movie has an emotion stirring sense. When the writer watches this movie she didn't realize at first but after seeing the movie a little longer she realized that the

subtitle of the film is terrible. After finishing watching the film the writer has an idea to analyze the dialogues in this film. This movie is a great drama movie. She thinks that analyzing the subtitle of this movie will be interesting because of the subtitle of DVD and VCD which is not really good especially if it's a piracy product. Furthermore the writer would like to apply her knowledge about translation theory which she got during her study in English Department Faculty of Letters.

L.2. Statement of the problem

Does the Indonesian subtitling of 'Ladder 49' convey the same message as the source language?

L.3. Objective of the study

Through this study the writer intends to know whether the Indonesian subtitling conveys the same message as the one in the source language.

L.4. Significance of the study

This study is expected to provide ideas to subtitlers so that they might use them to improve their work. For the students and the readers this thesis can give some information in translation study. And for translator the writer hopes that this thesis can contribute some knowledge and thoughts in translation. A subtitler must be aware of and bring all the relevant information and linguistic nuances that may be found in the original dialogue and convey these to his or her subtitles that because cinema or television screen only has a limited amount of space. In addition it takes far longer time to read a sentence than to say and hear it. This means that the subtitler must express the sentiments as the speaker in the film, but in less time that is using fewer words. It is requiring both an in-

depth understanding of the languages involved and an ability to produce clear, concise translation. The translation quality must be high due to consideration of all idiomatic and cultural nuances. The language must be appropriate and correspond with the spoken word and should be grammatically correct since subtitles serve a model for literacy.

L.5. Scope and limitation

There are numbers of studies that can be made from subtitling or translation. In general, however for this study the writer chooses the subtitling of English movie called 'Ladder 49' as the main data source.

L.6 Theoretical Framework

In analyzing the data, the writer uses theories, which are applied into this thesis. These theories are expected to be able to explain the problem of the study. The writer uses some related theory of Vinay and Dalbernet as cited in Venutti there are seven different methods or procedures to translate a text, they are: borrowing, calque, literal translation, modulation, equivalent, adaptation and transposition Jiri Levy as stated in Venuti that translation is a process of communication and the objective of the translator is to import the knowledge of the original to the foreign reader. Mildred A Larson also stated that translator must be aware of the fact that there are various kind of meaning, they are referential meaning, situational meaning and organizational meaning. Catford states that translation is the replacement of textual material in one language as source language by equivalent textual material in another language as target language. As a process, it is always uni-directional. It means that the process of translating is always performed in a given direction from the source language into target language. As stated by (Savory in Rahayu, 2004: 12) translation, basically is the original thinking of the

author plus some consideration made by the translator. In this case, the translator plays as an interpreter who acts as a bridge or medium between the actresses and actors and film viewers. The subtitler should not only tell exactly the information given by the original message but also raise the same emotional response in the viewers. Nida (1974:12) defined that translating consist reproducing in the receptor language the closest natural equivalent of the source language message, first in term of meaning and secondly in terms of style.

As stated by Barbara Schwarz in her article titled 'Translation in Confined Space Gottlieb (1998) describes translation for sub-titling as a "balancing act" whereby the dialogue is transcribed into lines of text, "conveying a maximum of semantic and stylistic information". When converting the spoken to written word, the volume is typically reduced by one-third Baker (1998). In the case of Romance languages like Italian, French and Spanish into English or German, the reduction will be even greater, as the pace of speech is much faster. In the case of Romance languages like Italian, French and Spanish into English or German, the reduction will be even greater, as the pace of speech is much faster.

L7. Method of the study

In this study, the writer uses qualitative descriptive research. Since she tries to describe the phenomena and data in a qualitative manner, in which case she will collect, analyze and interpret them.

L7.1 Definition of key terms

- Translation : Something spoken or written into a different language

- Source language : A language from which statements are translated
- Target language : A language into which statements are translated
- Subtitling : Words printed on the film, translating the dialogue, giving the dialogue for the deaf viewer
- Mislead : Cause something to have a wrong idea

L7.1 Sampling

The sampling for this thesis is taken from a DVD titled Ladder 49. The writer takes scene 4 and 5 as samples from the film. She takes random sampling.

L7.2 Corpus

The corpus of this analysis is the thirty utterances in the fourth and fifth scene of the movie 'Ladder 49'. The dialogue happened in supermarket for fourth scene where it's the first time Jack met Linda and the fifth scene where Jack, Dennis, Margarita, and Linda are going to a restaurant named Cliff. The sampling of the data is taken randomly.

L7.3 Technique of Data Collection

To collect the data, for the first time the writer is looking for a movie that match the requirement to be analyzed, that is having a bad subtitling. After finding it the writer watch the movie and since the writer couldn't find the script on the internet so the writer made the transcript by listening and then writing every utterance produced by the actors and the actresses.

L7.4 Technique of Data Analysis

After obtaining the appropriate data, the writer analyzed and interpreted them.

The steps for analyzing the data are the following

1. Comparing the English transcript and the Indonesian version.
2. Analyzing the process of subtitling and finding the error translation
3. Making table

CHAPTER II

LITERATURE REVIEW