

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF STUDY

II.1 SCTV (Surya Citra Televisi)

SCTV is the second private television station in Indonesia. It was established 24 August 1990 in Surabaya, exactly in Darmo Permai III Surabaya. The founding of this station is manifestation of decision in line with Minister of Information Affairs No. 190A/1987. This stated that the private was permitted to manage television broadcasting (Wahyudi, 1996: 117).

When this station was founded, it had seven integrated departments, namely Technical, Production, Programming, Public Relation, News Release, Financial, and Human Resource Development departments. There are 800 personals who work in this station. The departments are then divided into some departments that suitable to its functions, for example programming department has three parts of subdepartment, subtitling, quality control and final review (penyelaras akhir).

In the station, each of department works integrally to support the station programs. Technical program deals with all technical matters, either mechanical or electrical cases. This department will maintain and repair all tools that are used in broadcasting. There are

many tools used as means of production, namely camera, video, lighting, sound system, projector, etc. Production department manages to provide everything in line with broadcasting, especially providing for everything dealing with means of broadcasting, for example film, sinetron, drama, comedy, entertainment etc. To contact with external party, SCTV needs public relation department as its bridge. It will help other parties to collaborate with. Also, it will give some information dealing with SCTV and everything to be likely imposed by SCTV. News Release department prepares all news that will be presented by the news reader. The department has to attempt to look for all information and then broadcast in certain program, such as Liputan 6, that is, SCTV programing that serves information on domestic and foreign matters which is broadcast three times in a day morning at 5.30 am, the day at 11.30 am and afternoon at 6.00 pm. The news which is presented in SCTV involve criminal, political, economical, social, cultural, art news, and they will be categorized based on the program. It means that the news will be presented appropriate to program. Most of the programs are focused on women matter or deals with feminity. It is suitable for the mission of this station that the station will support the women-movement, that is, to improve women role appropriate to their

function. Financial department manages everything dealing with finance, for example salary of employees, cost of production etc. Human Resource Development (HRD) in SCTV is a medium to develop the skills of SCTV personnels. Through this department, the personnels of SCTV are expected to be expert to their fields.

In the case of national broadcast, SCTV has reached ten cities. In the first period, it includes the cities of eastern Indonesia such as Dili and Ampenan, while in October, it covers the cities such as Banjarmasin, Samarinda, Medan, Palembang, Ujung Pandang and Manado. In its development, SCTV has planned to construct 32 relay stations, spreading in eight locations, namely six stations in Sumatra, fourteen in Java, four in Kalimantan, two in Sulawesi, one in Bali, two in Nusa Tenggara, one in Maluku and two in Singapore and Malaysia. Each station has power about 1 kilowatts and equipped with TVRO, that is, satelit-receiving system via parabol, VHF transmitter, monitoring and VCR (Video Cassette Recorder). A relay station of SCTV reaches about 20-30 km. In certain cities like Surabaya, Jakarta, Denpasar and Bandung, it has power 60, 40, 5, and 2 KW, respectively. And for the next time, SCTV will construct fourteen stations. They will function additional stations that complete the old ones or as the new ones in new places that have never had such stations.

According to public relation, the founding of those stations in many places are to increase the role of SCTV as a medium to convey information from government to the society. For that purpose, now SCTV employs one thousand staff throughout its stations.

As other stations, SCTV has also a logo representing three element of the universe, that is, the sun, water and earth. The three elements are spring of human being life on earth. The sun, water and the earth are those that form core of beings: human, animal, plant and other living organisms.

In general, the composition of broadcasting presented by SCTV can be classified according to the number contents of programming such as entertainment, sports, public services, ads on public services approximately amount to 50%; education, culture, and religion amount to 20%; news and information about 10% and commercials 20%. (Interview with Dini S.Rahim, public relation of SCTV, on 14th March 1997).

II.2 Melrose Place

Melrose Place is a serial film to be televised by SCTV. It talks about life in an apartment with conflicts and love story experienced by its actors and actresses. In SCTV, this film is presented continuously up to 132

episodes. The theme of this film is categorized as a non-action film and it takes a form of psychodrama, that is, a film is made up chaos and psycho conflicts exploiting human characteristic (Siregar, 1985:10).

The setting of this film is Los Angeles where its residents have metropolitan style, materialism, and permissiveness. LA is the third largest city of U.S situated 346 miles southeast of San Francisco and 113 miles northwest of San Diego. Actually, it sprawls over a large area on the Pacific coast of southern California. For this reason this area has been described as nineteen suburbs in search of a city. It is center surrounded by many suburban communities and independent cities and towns. LA has a sunny, pleasant climate, although summer can sometimes be quite warm. Winter temperatures rarely fall below freezing. The rainfall is usually light, and most of it comes in winter.

II.3 Subtitling

In Webster dictionary, subtitling is defined as lines of dialogue or descriptive material shown on motion picture-screen or television tube, either by interrupting a scene with them or by superimposing them on the scene. In actual definition, subtitling is a process of interpretation of some original programs materials into

the target language of the context where they are presented, for example the conversation uttered in one programme (foreign film) is given a text on the screen in our own language.

The process of subtitling is begun with the selection of the materials to be programmed by quality control division which will then be translated by subtitler, after that is handled in the work of final review. And at the end of this process is the result which is broadcast on tv.

Subtitling, however, faces some difficulties of obstacles such as to find out the equivalent words, phrases, utterances of source language to target language. The second is how to find out the transfer of sense is another difficulty because of the cultural, social, and philosophical background difference from those of targeted audience here. For example sense of humor in comedy (interview with Hery R, a final reviewer of SCTV on 7th March 1997).

There are twenty six personels who work as subtitler. They are 22 to 30 years old and their educational lists are as follow:

01. Student of international relation of Airlangga University
02. Sarjana degree of politics of Airlangga University.
03. Student of communication of Airlangga University.
04. Undergraduate of economics of Airlangga University.
05. Sarjana degree of English of Bung Hatta University.
06. Sarjana degree of ship of ITS.
07. Student of International relation of UA.
08. Sarjana degree of educational science of Widya Mandala University.
09. Sarjana degree of English of Airlangga University.
10. Student of English of Petra University.
11. Sarjana degree of International Relation of UA.
12. Sarjana degree of English if UGM.
13. Sarjana degree of English of Airlangga University.
14. Student of International Relation of UA.
15. Sarjana degree of Internatioanal Relation of UA.
16. Sarjana degree of English of IKIP Surabaya.
17. Sarjana degree of English of Jember University.
18. Sarjana degree of International Relational of UGM.
19. Undergraduate of secretary of LPK Tarakanita.
20. Sarjana degree of agriculture of UNIBRA.
21. Sarjana degree of English of Petra University.
22. Student of computer of ITATS.
23. Student of English of Airlangga University.

24. Sarjana degree of english of Airlangga University.

25. Sarjana degree of English of Airlangga University.

26. Sarjana degree of Economics of UBAYA.

(source of data : HRD of SCTV on 14th March 1997)

CHAPTER III

PRESENTATION DATA AND ANALYSIS