

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

The rapid development of the world makes it easier for humans to communicate with each other. The advancement of knowledge and technology also contributes to the advancement of media communication; hence, communication is the process of transmitting messages or other knowledge to others (Magriyanti, 2020). Information can be found in various forms of information, one of which is a documentary film or video. According to Fachruddin (2012) that cited by Magriyanti (2020), documentary films are films or videos that use the power of the creator's ideas in assembling interesting images to make them unique as a whole to tell the story of a real event. Based on Nichols (2001) which cited by Sukraningsih (2021) stated that a general definition of a documentary film captures events or events in audio-visual form without manipulating any of the specific elements.

Still stated by Sukraningsih (2021) said that an individual, a group/organization, can create documentary films or a government or private sector institution based on their desired goals and objectives. Documentary videos also have benefits; one of them is for the learning media as state by Lanta et al. (2019), documentary videos which are considered as affordable media, could be used in education. Due to the visual, audio, and dramatic (evocative) elements they contain, documentaries can help students remember what they have learned. Documentary video is a type of journalistic product that is aimed at learning, and education but

presented interestingly (Laksono, 2021). As a result, the documentary becomes one of many media that can be used to convey information, education, influence, and entertainment to audiences or mass media attention at the same time.

Documentary video are usually shown on television. Following Dinanti et al. (2014), documentaries can be played and shown to viewers and target audiences on a large scale, namely television. As the result, television has aired several programs either national or international tv programs. According to Simanjuntak (2016) subtitling is one method of translating a foreign film or television program.

As stated by Hatim & Munday (2004, p. 350) subtitling is a language transfer method used in the translation of mass audio-visual communication such as movies and television. In other words, when a TV program will be broadcasted on a local television station, so it is important to transfer a language or better known as "translation" so that the program can be enjoyed and understood properly by viewers. Subtitling is very essential in film or video because it has a function. Almeida & Costa (2014) mention the function is for the audience may understand the true meaning of expressions or basic sentences, as well as the contexts in which these phrases can be used.

When creating subtitles, the translator does more than just translate messages from the source language into the target language. Sirait et al. (2018) stated that the translator must connect the two cultures, as well as have declarative knowledge and procedural about translation. Consequently, related declarative knowledge with the translator's knowledge of translation theory, strategy, and technique, then procedural related to practice translating is associated with strategy translation.

To summarize, the translator should pay attention to the utilization of the strategy of subtitles, because that is an essential part of subtitling a video or movie.

The writer fulfilled his internship assignment and got the data for the analysis. The writer did an internship at Berita Bama Sarana Televisi (BBS TV) as a program subtitler by doing a subtitling project on a program titled *Kabar Dari Jepang*. The program contains four episodes, each filled with four videos of different duration. The program filled with several discussions such as tradition, food, culture, etc. The program is in the English version, which does not have an Indonesian version.. Furthermore, the writer analyses that TV program to discover the best strategies used in subtitling this program to give the proper result subtitle for the audiences at home. Then, the writer also explained and indentified the types of subtitling for this project. To discover and idemtifed which types that mostly used for TV Program.

The challenges that the writer faced during creating the subtitle are many; one of them is the cultural term of Japan that the writer often faced during subtitling. Then, almost every video in each chapter contains cultural or Japanese terms. The cultural or Japanese terms of Japan are strongly different from the source language that is English into target language, which is Indonesia. Related to that explanation, the writer decides to analyze the strategy of subtitles and the types of subtitles. The writer also uses some references related to this topic in accomplishing the subtitling process. For that reason, the writer would like to write the final report about “Analysing Strategies and Identifying Types of Subtitles In Subtitling BBS TV Program “*Kabar Dari Jepang*.”

1.2 Statements of the Problems

There are two problems in this report as follows.

- a. What the strategies of subtitles were used in subtitling BBS TV Program *Kabar Dari Jepang*?
- b. What the types of subtitles were used in subtitling BBS TV Program *Kabar Dari Jepang*?

1.3 Objectives of the Study

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

- a. To discover strategies of subtitle that were used to BBS TV Program *Kabar Dari Jepang*.
- b. To analyse the types of subtitle in subtitling TV BBS TV Program *Kabar Dari Jepang*.

1.4 Significance of the Study

In this section, you should describe the benefits of the report for four different aspects:

1.4.1. For the writer

This final report is beneficial for the writer to:

- a. To improve the ability of writer to do the research.
- b. To develop the skills of the writer to do the translation and subtitling process.

1.4.2. For the Airlangga University

- a. To help student understand the strategies of translating and subtitling.
- b. To help student understand the process of subtitling.
- c. To help student to understand the types of subtitle.

1.4.3. For the company/ institution

- a. To influence the audience to watching this TV program.
- b. To achieve high rating of broadcasting this TV program.

1.4.4. For other interns

- a. To be able to use this report as a source of knowledge in order to create a good subtitling.
- b. To provide another references for their process during subtitling the video or film.