

CHAPTER I

INTRODUCTION

A. Background Study

Everyone needs to communicate with each other through languages and it can be in the same or different countries. While, every country has its own languages, so the translation of Source Language (SL) to the Target Language (TL) becomes necessity. This statement is supported by Spolsky, who claims that communicating meaning is one of the language use principles. So, it can be said that language has a significant role as a communication means. To deliver the message from the SL, it takes a proper translation strategy so that the messages can be properly delivered. This case gives the research era challenge to examine more deeply about the strategy of translation from SL into the TL, especially in the world of entertainment, the film.¹

Film is a part of the entertainment world which needs and uses a language verbally and non-verbally, watched by many people. Here, subtitle is needed to transfer the content of the film which is verbally delivered, and also help the viewers who do not speak the language that used in the film. As Sponholz said that film subtitle can be simply identified as textual

¹ B. Spolsky, *Sociolinguistics* (China: Oxford University Press, 1998).

versions of film dialogue, but technically, it is defined as condensed translations of original dialogue, which appear as lines of text usually positioned towards the bottom of the screen. It means that subtitle has an important role in conveying messages in a film, so that film can be understood and enjoyed by the viewers. To achieve these purposes, the subtitle must be translated first into the target language.²

Related to the title of this research “An analysis of film translation: A case study of the film ,” Green Book “ by Peter Farrelly . There are several reasons why the researcher chooses this title. The first reason relates to the film which is used or this research. The film that is written and produced by Peter Farrelly is a western drama comedy film that is quite interesting and it is also one of the researcher's favorite films, therefore she is interested in using this film as a topic. The second reason relates to the strategy of translation and the case study as the main topic of this research, the film which is used in this study is rich in its western culture, and there are a lot of taboos that appear in this film. Because of this case, the researcher is interested in examining the strategy of translation that is used by the translator in subtitle " Green Book " film, so that the language used can be accepted by the viewers without losing the meaning and elements of its comedy. The third reason why the researcher chose to examine more

² C. Sponholz, *Teaching Audiovisual Translation: Theoretical Aspects, Market Requirements* (University Training and Curriculum Development, 2002).

deeply and focus on the strategy of translation in the subtitle is because the subtitle uses audiovisual translation process which is very different from the printed translation. Printed translation focus is only on the text itself while audiovisual translation is linked with the visual images and soundtrack. They work together to create the whole unity. So, the translator must be able to understand the film first to be able to translate the subtitle, and the researcher is challenged to analyze the subtitle which has been translated into the TL by the translator.

In the case of analyzing the film's subtitle from the SL into the TL, there are several kinds of translation strategies that are proposed by some experts such as Newmark (1988), Vinay and Darbelnet (2000), Catford (1965), and Gottlieb (1992). Among them are literal, transference, through-translation, paraphrase, transposition, modulation, etc. In this research, the researcher focuses in Gottlieb's translation strategy. Gottlieb proposed ten techniques to be employed in subtitling strategy: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.³

It is important to know the strategy of translation which is used in the film to reduce errors in subtitling, especially not to omit the originality,

³ H. Gottlieb, "Subtitling – a New University Discipline", In C. Dollerup, & A. Loddegaard (eds.) *Teaching Translation and Interpreting: Training, Talent and Experience* (Amsterdam and Philadelphia: John Benjamins Publishing Company, 1992), 161-170.

not for the researcher only but everyone who has an aspiration to be a translator or has a passion in entertainment especially for movie lovers, to carefully analyze and translate any subtitles.

B. Limitations of the Research

In line with the title of this research, the limitation of the study will only focus on finding out the translation strategy from the SL into the TL, in this case, English –Indonesian, and to identify the most frequent and less translation strategy used in “ GREEN BOOK ” film according to Gottlieb’s theory.

C. Statements of the Problem

The research is about An Analysis Translation Film : A Case Study Of “ Green Book “ By Peter Farrelly . From the background of the study above, the researcher formulated the problems as follow :

1. What are the strategies used by the translator in subtitling “Green Book” movie?
2. What are the most and the least frequent strategies used in subtitling “Green Book” movie?
3. How does the translation effect the audience response ?

D. The Objective of the Study

According of the problem above , the researcher formulated the aim as follow :

1. To identify the strategies used by the translator in subtitling “ Green Book ” movie
2. To identify the most and the least frequent strategies used in subtitling “ Green Book ” movie
3. To know the translation effect the audience response

E. Significance of the Study

The researcher expects this research is useful for anyone who has an aspiration to be a translator or anyone who has a passion in entertainment, not for comedy film only, as the researcher use for this study but all kind of films genre. Because by knowing the most and the less strategies which are used in translating a subtitle, any translator can minimalize the errors. Moreover, it can help any translator to not omit the originality of a movie whether its language already turns into bahasa.

F. The Previous Research

So far, the researcher found what was related to this study. It can be explained as follow :

1. Marashi Hamid , Poursol Tani Khatereh , the title is “ *AN ANALYSIS OF FARSI INTO ENGLISH SUBTITLING STRATEGIES EMPLOYED IN IRANIAN FEATURE FILMS* “ . This research The study reports on a corpus based analysis of subtitling strategies, and comparative analysis was carried out on Farsi-English parallel corpora with 1469 frames. The research materials were two corpora of the Farsi audio-scripts of twelve Iranian feature films along with their translations in English in the form of subtitles.

2. Naomi Ventria Naully Simanjuntak, Achmad Basari , the title is “ *SUBTITLING STRATEGIES IN REAL STEEL MOVIE* “ . This study aims at finding out the strategies employed to translate the English subtitles into Indonesian subtitles, and identifying the strategy employed the most in the translated subtitles. The unit of analysis of this research is every utterance translated using the subtitling strategies in the Real Steel movie. The source language is English, and the target language is Indonesian as the data. This research used a descriptive qualitative method because the purpose of this study is to describe the phenomena of translation, especially the subtitling strategies employed in the Real Steel movie.

3. Maryam Sadat Mousavi , the title is “"*STRATEGIES INSUBTITLING OFBLACK ENGLISH MOVIES*" . Black English, as a variety of English, which is different from Standard English, has certain phonological, syntactical, and morphological characteristics. The present study which is based on Gottlieb's typology of subtitling strategies including expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation seeks to analyze and find out the most commonly used strategies in subtitling Black English movies.