

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Communication has always depended heavily on translation. A common misconception is that translation is just the act of moving words or sentences from one language to another. That is not entirely incorrect. Translation is defined as the process of transferring languages, phrases, or documents from one language to another. People can gain a clear and in-depth understanding of what and how translation works by studying translation theory.

Transforming the source language's (SL) into the target language's (TL) is the fundamental idea behind translation. Larson (1984) stated that, the process of converting the message of the source language (SL) into the target language (TL) is known as translation. Semantic framework can be used in the translation process to shift from the original language to the pattern of a secondary language. Larson also stated that, the form of translation relates to the actual surface structure of a language, such as words, phrases, clauses, sentences, and paragraphs. The message of the source language (SL) is then translated into the target language (TL) in the most suitable manner based on lexical and grammatical structure and is mainly acceptable by target language readers (TL).

Forms of translation are found not only in print media but also in electronic media. Forms of translations in print media can be found in imported novels such

as *Pride and Prejudice*, *Jane Eyre*, *Emma*, etc. The imported novels were then translated into the target language. Another example of the printing translation form is the bilingual book. The bilingual book is a complete text in two languages. Primarily, international schools use a bilingual textbook as a two-language method for delivering materials and strengthening student competence in foreign languages.

There are two types of translation, they are translation in print media and electronic media. Translation in electronic media or multimedia is called AVT (Audio-Visual Translation, such as imported movies, international news broadcasts, and foreign TV series produced in other nations. Subtitling and dubbing have been used to translate the voices and texts into the target country's language. Audiovisual translations are distinct from written translations in that they are designed to be viewed and heard at the same time. Written works are primarily meant to be read. The two methodologies are distinct and have gotten insufficient attention from the subject of Translation Studies, which deals not just with audiovisual translation but also with textual translation and interpretation. Both of these strategies are used to assist deaf or hard-of-hearing persons. In general, dubbing refers to any process of replacing the original voice in an audiovisual production with another voice. Subtitling, on the other hand, is the process of translating one language as the source language (SL) into another language as the target language (TL). It involves transferring the characteristics of spoken dialogue to the written mode.

As technology advances, movies have better sound, more colorful, and are more interesting. It makes the film evolve to be the audience's need. We might argue that film is the most well-known literary work among the public. However, there is a problem in this situation, and that is the difference in the languages utilized. Therefore, the language of the movie must be translated to a specific target language in order for the audience to understand the plot and enjoy the movie. There is no question that movie subtitles are an interesting and simple translation method because movie subtitles are known to viewers, they are the most prevalent kind of audiovisual translation.

Therefore, the existence of audiovisual translation presents a challenge for students or future translation studies to create and carry out audiovisual translation research projects. The researcher focuses on the movie's subtitle translation in this study. The subtitle, which deals with transforming the form of the source language (SL) into the target language (TL) as the concept of translation, has contributed to the development of teaching and learning translation. According to Cronin (2009:13), movies are to demonstrate how cinematic evidence may be integrated into the teaching and learning of translation by emphasizing translational perspectives.

Subtitling is not always an easy job for the translator because it has some constraints and limitations. Many translators have tried various methods to cover the constraints and limitations. There are many problems in the process of translation such as the different language systems in word levels, linguistics levels,

and grammatical systems. In other words, each language has its own different syntax, grammar, vocabulary, and so on. Each country has its own tradition of movie translation, which is influenced by a number of elements, including historical context, habits, and the method to which both the source and the intended audience are acclimated. In order to create a nice and understandable subtitle, it is necessary to translate not only the grammatical sentence but also the utterances as close as possible to the source language.

To get a good translation of the movie, it needs procedure and strategies. There are various translation strategies that can be used while subtitling. The ten strategies proposed by Gottlieb (1992) developed are: resignation, deletion, decimation, condensation, dislocation, transcription, imitation, transfer, paraphrasing, and expansion (Ghaemi and Benyamin, 2010). Whether translating a written or visual content, each type of translation has a unique approach. For the interpreter to produce a quality translation, selecting an appropriate translation strategy during the process of translating is also essential. The translator can aid the audience in understanding the text's message by using the tactics. What is the proper translation? is an often-asked question in translation. The finest subtitles are one that allows viewers to understand the conversation as they reading it (Sakri, 1985:86). In other words, the success of translation may be measured by how well the audience can respond to and understands the message.

This research aims to analyze the Indonesian subtitle of the Jane Eyre movie. The research is based on Gottlieb's (1992) classification of translation

strategies in subtitling to analyze the translator's use of those strategies in the Indonesian subtitle, then it can be seen that the most effective translation strategy dominant in the translation of the movie's subtitle and what caused it. In addition, Baker's (1992) theory of equivalence in translation will also be used to investigate the types of equivalence found in the translation of the movie's subtitle.

Michael Fassbender and Mia Wasikowska was featured in Cary Fukunaga's 2011 romantic drama film, "Jane Eyre". Based on Charlotte Bront's 1847 Gothic, bildungsroman, and romance classic of the same name, the film's screenplay was written by Moira Buffini. It was made available and on March 11, 2011, in the US, and on September 9, 2011, in the Great Britain and Ireland. Jane Eyre (Mia Wasikowska) leaves her miserable childhood behind and embarks on a career as a governess. She met a man named Rochester, the ominous, stern, and sudden ruler of the house, as she settles into her new post at Thornfield Hall and lives contentedly there (Michael Fassbender). Jane and Rochester become good friends, and she begins to fall in love with him. Jane now appears to be content, but Mr. Rochester's horrible secret may be poised to end her joy for good.

A.2 Problems of the Research

Based on the background of the research above, there are three questions that are going to be answered in this study:

1. What strategies are used in the Indonesian subtitle of Jane Eyre movie?
2. How do the strategies contribute to the equivalence of the translation?

A.3 Objective of the Research

The followings are the objectives of the research:

1. To investigate the subtitling strategies in the movie entitled Jane Eyre.
2. To investigate how do the strategies contribute to the equivalence of the translation.

A.4 Significances of the Research

There are two significances of the research, they are explained in theoretically and practically. The researcher may have expectations that the research will give some benefits. They are along these lines:

1. Theoretical Benefit

- a. The findings of this research are expected can give the contribution for those who learn translation study, especially in Audiovisual Translation of the subtitling field.
- b. These research findings are also expected to enrich the knowledge of subtitling strategies and the equivalence in the movie.

2. Practical Benefit

- a. This research is expected to be useful to the translator to give more attention to their translation which is important for transferring the message of the movie from the source language (English) to the target language (Indonesian).

- b. The result of this research can be useful to other researchers to improve their research quality, especially when they want to carry out similar or further research about translation strategies and the equivalence in translation. With the right translation strategy, the quality of the translation is getting better.

A.5 Limitation of the Research

This research uses the subtitle of movie done by Indonesian translator named Sukair. Sukair is an English translator who also provides many subtitles in the website of <http://subsindo-sukair.blogspot.com>. It is one of the subtitle-sharing website. The research is therefore limited to translation strategies using Gottlieb's (1992) theory and the equivalence in translation using Baker's (1992) theory.

A.6 Definition of the Key Terms

This section seeks to clarify the conversation for the readers and prevent any misunderstandings of certain phrases. To prevent misunderstandings among the author and the audience on the topic, five descriptions of terminology will be provided. These are translation, movie, audio-visual translation (subtitling and dubbing), translation strategy and equivalence. The followings are:

1. Translation

According to Nida and Taber (1974), translation is the process of duplicating the message that has the nearest natural counterpart in both the original and the target languages. The process of converting a source language's (SL) form into a target language's (TL) connotation is referred to as translation. In addition, according to Larson (1984), translation must appear natural in the target language by recreating the identical meaning using the suitable target language grammatical structures. In this subject, "translation" refers to the process of converting the structure of one language (source language) into another language (target language) while retaining the original language's content. The key concept that will be examined in-depth in this research is translation.

2. Movie

According to Hornby (2006:950), a movie is a series of moving pictures recorded with sound that tells a story and is shown in a cinema or at a movie theater. The term "movie" refers to both individual motion pictures and the field of film as an art form, as well as the motion picture industry. Images from the real world are captured with cameras, or images are created with animation techniques or special effects.

3. Audio-Visual Translation (AVT)

In general, audio-visual translation (AVT) is similar to Literary translation. The literary translation is translating the written text in the

literary language. Meanwhile, audio-visual translation (AVT) is translating films or television programs that aim to be easily understood by audiences that are unfamiliar to the original source languages. Both translations are used to reformulate messages from the source language into the target language and avoid any misunderstanding in the process. Audiovisual Translation are divided into two types, they are:

a. Subtitling

Subtitling is the method of converting spoken dialogue into the written text that is usually displayed at the bottom of the screen video.

In this case, it is a type of audiovisual translation that has its own set of rules and guidelines.

b. Dubbing

Dubbing, a type of post-synchronized re-voicing, entails recording voices that are not those of the actors who are currently on-screen, talking in a language other than the one of the original materials, and typically in synchronization with the moving picture of the movie.

4. Translation strategy

Translation strategies are strategies used in making subtitles. It happens when a translator encounters a problem while translating a text. According to Gottlieb (as cited in Ghaemi & Benjamin, 2010: 42) there are ten translation strategies for making subtitles movie: expansion,

paraphrase, transfer, transcription, deletion, dislocation, decimation, condensation, transcription, and resignation.

5. Equivalence

Equivalence refers to things that are equivalent in terms of worth, quantity, or significance. Catford (1965) stated that, equivalency in the context of translation is an observational reality, found by doing comparison between the source language (SL) and the target language (TL) texts.

A.7 Organization of the Research Report

For chronological order, the researcher organizes the paper to be constructed as follows:

1. Chapter 1 is the introduction. It consists of the background of the research, problem of the research, objective of the research, significance of the research, limitation of the Research, definition of the key terms, and organization of the research.
2. Chapter 2 is the literary review. The theoretical framework and the review of related studies are in this chapter.
3. Chapter 3 is the research methodology. This chapter includes the followings: the types of the research, the data and source of the data, the method of collecting data and the technique of collecting the data.

4. Chapter 4 is Data Analysis. This chapter describes the findings and the classifications to answer the research questions.
5. Chapter 5 is Conclusion and Suggestion. This chapter consist the conclusion and suggestion of the research.

