

CHAPTER 1

INTRODUCTION

A. 2. Background of the Research

Translation can come in two forms for a movie namely subtitling and dubbing. As suggested by (Szarkowska, 2005), the two have different impacts to the audiences who see the movies. The dubbing is a translation that can create a sense of domestication. This means the audience will feel the film like it is produced and set in the target language world or society. This happened because the translation is emphasized on its acceptability for cultural acceptance and readability for easier understanding of the movie. What is more significant is dubbing is performed by local voice artist, making it sounds more local compared to simple subtitle translation.

Meanwhile, subtitling is seen as more foreignization which sends the reader abroad as suggested by (Munday, 2016). This can happen because the target text is not altered by different voice and the identity of foreign element is left or even highlighted. This usually happened in cultural context such as jokes, specific tribal names, idioms, and many other things.

English has been the lingua franca in the world. Many people learn it, use it, and seep into many aspects of human lives. This happens everywhere including here in Indonesia. There are many movies, films, and series have been dubbed and translated from English to Indonesia.

In year 2000s there was quite famous and successful program TV program known as *Who Wants to be a Millionaire*, airing from 2001 to 2006. This was a show that fully adapted from foreign country; hence there was no need to translate the program. Some years later, translated there was *Mr. Bean*. A few years after *Mr. Bean* aired, programs and serials also started to come into Indonesian Television: e.g., *Fear Factor*, *Heroes*, and *Smallville*.

As time went by, the movies are not only shared through mainstream media such as television or movie theater. It is also possible to get the movies to devices such as personal computer, tablet, or smartphone. However, the movies downloaded through this channel usually are not equipped with subtitles. This led to amateur translators to create their own. This act of translation is usually done by fans, and it is commonly referred as fansub. According to Cintas and Sanchez (2006:37), a fansub is another kind of subtitling done by amateur translators. However, Bogucki (2009) stated that if amateur translator's source text is taken from a good quality recording, it can be a subject to translation quality assessment.

Translation Quality Assessment (TQA) itself is a term used to assess the degree of translation quality. As Nababan et al (2012:44) stated, there are three aspects of TQA: accuracy, acceptability, and readability. Furthermore, readability in audiovisual translation (AVT) divided into two: readability and legibility.

Hajmohammaadi (2004), stated that written material is mono semiotic which only requiring the readers to focus on the visual signs to interpret the verbal content. While it seems not easy for viewers of subtitled films since they have to watch the images or scenes, and then read the subtitle, there was research indicating

that it is not the case especially for people who have known the language. They use subtitle only to look for the important keywords, and it doesn't create too much strain in eyes

One of the new films released with fan-based subtitle (fansub) was called "*The Legend of Korra*". This is an animation-based film that has several seasons and episodes. It hit its peak in the last season where the main character Korra needed to regain her power after take a defeat from one of her enemies. It is one of the most essential plots in the movie as the Avatar needs to fight the last enemy. That's why season 4 is selected for this research.

The researcher saw an insight after watching those episodes that there are advices and orders from multiple characters Korra had to meet to regain her power. One of the reasons is to stop the villain from taking over the whole country, leaving all country unstable and under evil leadership. The directive act in this movie is important as part of the story. If not translated accurately – which is common in fansub – it can be misleading to viewers.

The researcher wants to find out how the translation in this turning point event by performing translation quality assessment specifically the accuracy of translated interaction between Korra and people she met to regain her ultimate power (avatar state). In order to identify the order, advice, and suggestion other people give to Korra, the researcher uses theory from Searle about directive illocutionary act.

A. 3. Problems of the Research

Based on the background, the writer decided to analyze some of the following problems:

1. What are the categories of directive speech act used by characters to Korra to regain her power?
2. What are the translation techniques used in translating directive illocutionary acts?
3. How do the accuracy of directive acts translation in AWS Fansub?

A. 4. Objectives of the Research

1. To determine the categories of directive speech act used by characters to Korra to regain her power?
2. To identify the translation techniques used in translating directive illocutionary acts ?
3. To determine the accuracy of directive acts translation in AWS Fansub.

A. 5. Significance of the Research

There are several significances of the research to both English department students & other researchers and translators.

1. To English department students, this research is meant to be an inspiration for next translation research that focuses on directive illocutionary act. This kind of speech act frequently present in society where there is a significant difference in power such as in government setting, army, or like in this case hero and its supporting characters.

2. For translator, this can be used as insight on how each element of speech act can contribute to a better-targeted translation result. For example, it is possible to be less accurate in translation to convey literal meaning in the hope that audience would learn certain expression that is foreign to them.

A. 6. Limitation of the Research

Based on this research, the researcher analyzes the technique used by translator in translating the dialogue uttered by Korra and other characters while she was receiving treatment, specifically the dialogues which included on directive act category. After that, the researcher identified the translation technique used by the translator on the translation result. The data used in this research is Indonesian fan-subtitle by AWSub. This is a subtitle taken from one of the most popular subtitle sharing sites (www.subscene.com, accessed on January 26, 2020). In addition, AWSub is one of the most popular fansubbing groups in Indonesia, which has over 200,000 followers on their *facebook* page. This research was then limited to the techniques of audiovisual translation and the accuracy of the translation in fan-subtitle of the series.

A. 7. Organization of the Research

This research is designed as follows to make readers easy to understand the content provided.

1. Chapter I is the introduction, explaining the reasoning behind of this research. Additionally, it also points out this research question, objective, limitation, and its structure.
2. Chapter II is literature review as the basis of the research argumentation and to support it.
3. Chapter III is the research method that the researcher will be using throughout the writing of this thesis.
4. Chapter IV is for showing the result data in the form of readability contents such as table, matrix, chart, and/or text.
5. Chapter V is the last chapter containing this research conclusion and suggestion for further research based on this completed research.