CHAPTER I

INTRODUCTION

This chapter presents the reason for choosing the topic of the study in detail. In this part, the researcher presents background of the research, statement of research problems, objectives of the research, significance of the research, scope and limitation of the research, and definition of key terms.

A. Background of the Research

Translation can be found easily in our daily life, especially in Indonesia. The existence of translation cannot be separated from our daily life. We can found it in package of foods and drinks we buy every day, advertisements, books or international journals that sometimes we read especially in university, movies from other country, or television programs from other country that we watch every day. Therefore, translation works become important because it helps people to understand dialogue or text from other languages.

One of very popular translation work in society from around the world is movie. We cannot deny that movie industries have already expanded. People may watch movies every day, like local movies from their own country or movies exported from abroad like Korea, Japan, India, Thailand, Britain, and especially from America that is popular with its Hollywood. Nowadays, Hollywood movie become more and more expanded around the world. This massive expansion happened because of their high-level quality with good sound effects, very interesting story, very skillful actors or actresses, and good

image by using high level of computer graphic. These reasons attract people's interest around the world and make them want to watch and enjoy the Hollywood production movie.

To be able to enjoy movies from abroad, people have to know and understand the language from those countries. However, not every people are able to understand language from other countries except he/ she has ever learnt and mastered those languages before. In fact, many people who do not have enough time to learn. That is why, field of film translation become to set the pace in translation study. This field of translation called as Audiovisual Translation or AVT.

In order to make these kinds of audiovisual program comprehensible for people who are unfamiliar with the languages, the different form of language transfer may require. Those kinds of language transfer is dubbing and subtitling. Cintaz and Anderman (2009: 4) defined dubbing as replacing original dialogue using new soundtrack into target language or generally called as *revoicing*. In dubbing, the sound in target language must be in the same rhythm with the actor's lips movement. Meanwhile, subtitle by Luyken *et al.* (1991: 31) defined as:

> "... condensed written translations of original dialogue which appear as lines of text, usually positioned towards the foot of the screen. Subtitles appear and disappear to coincide in time with the corresponding portion of the original dialogue and are almost always added to the screen image at a later date as a post-production activity".

Subtitling and dubbing, is mainly used in the translation of film and TV programs from abroad country, but subtitling is more easy to be done because

it is only provided in written form and does not need to replace the actor's voice with others.

In Indonesia, subtitling become expanded and can be found everywhere especially from internet. Still, it is not an easy job that can be done by the translator or every people. To make a good subtitle, there are some constrains that must be obeyed. Gottlieb (1992:164) calls them as formal (quantitative) and textual (qualitative) constraint. Formal constraint is related to space factor that allows two lines of text only with 35 characters per line and time factor related to reading speed of viewer to read the subtitle until dialogue move. Whereas, textual constraint is related to the presentation like position of the subtitles on screen, the size of the characters and related to font used. Those factors make subtitling be more challenging than ordinary translation, because the translator must adjust the translation with the space of the screen and viewer speed to read the translation.

Generally, subtitling is divided into two types; they are intralingual subtitling and interlingual subtitling. Intralingual subtitling is a term for subtitle is which translation within cultural language (e.g. English into English) that is usually used for deaf or hard hearing people. Interlingual subtitling is translation between two cultural languages (e.g. English into Bahasa Indonesia). In interlingual subtitling, translators can use some strategies in translating from source language into target language. The subtitle strategies that can be applied according to Gottlieb are expansion,

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

Based on explanation above, the researcher interests to conduct a research about subtitling strategies that is used in a movie. However, many movies have been released until today with various genres, ratings, themes or topics and quality productions. The simplest way to choose a movie is from the genre. Meanwhile, many genres that can be applied in movie such as action, thriller, mystery, drama, musical, romance, supernatural science fiction or fantasy. Each genre has its own uniqueness and interest things. Fantasy is one of genre that has those uniqueness and interest things, because it is involving magical and impossible things that any real human being cannot do. Fantasy movies usually take place in imaginary world or place that does not exist in real life, and the people in that place have their own customs and sometimes their own languages.

One of fantasy movie that has ever become very popular in the world is The Hobbit trilogy which is directed by Peter Jackson. This movie tells story before event in The Lord of The Rings movie which was got Oscar Award in 2002 for the last trilogy, *The Return of The King*. The hobbit is adapted from a novel written by J.R.R. Tolkien who was also the writer of The Lord of The Rings novel. The hobbit is divided into three parts and the first movie adaptation had been released in 2012 which entitled The Hobbit: An Unexpected Journey. It followed by *The Desolation of the Smaug* in 2013 and the last one is *The Battle of the Five Armies* in 2014.

The story is set in Middle-earth sixty years before the events of The Lord of the Rings. The Hobbit An Unexpected Journey tells the tale of Bilbo Baggins (played by Martin Freeman), who is convinced by the wizard Gandalf (Ian McKellen) to accompany thirteen Dwarves, led by Thorin Oakenshield (Richard Armitage), on a quest to reclaim the Lonely Mountain from the dragon Smaug. On their journey, many obstacles they had to overcome.

The research related to the topic about subtitling strategies come from Putri (2016) who conducting a research about subtitling strategies found in the thriller movie entitled Nightcrawler by using Gottlieb theory. The research was conducted by using descriptive quantitative approach and its result showed that almost all of the strategies used in the subtitle of Nightcrawler movie. It also showed that transfer strategy is the most frequently occur in the subtitle by more than 23% cases. Avelin (2015) also conducted a research about subtitling strategies and translation readability of Indonesian subtitle of Maleficent by using qualitative approach in her research. The research showed that the strategy most frequently used in the Maleficent movie is transfer (34.78%), followed by deletion strategy (26.1%), paraphrase (18.16%), imitation (11.76%), condensation (6.9%), and decimation (2.3%). While the translation are categorized as *very readable* translation after tested by 15 informants. Purposive sampling is used in this research to reduce the large data. The next is research conducted by Rohmah (2015) entitled "Subtitling Strategies of English Slang Expresions in the Indonesian Subtitle of TV

Series: *Hannah Montana Season 4*" which is showed that eight from ten strategies proposed by Gottlieb are used in the *Hannah Montana Season 4*.

This research is conducted to find the kinds of subtitling strategies used in the movie entitled The Hobbit an Unexpected Journey and the most frequently strategy used in the movie. Accordingly, this research is entitled "SUBTITLING STRATEGIES USED IN THE MOVIE ENTITLED THE HOBBIT AN UNEXPECTED JOURNEY"

B. Statement of Research Problems

Based on the background of the research stated above, the research problems are formulated as follows:

1. What kinds of subtitling strategies are found in the movie entitled The Hobbit an Unexpected Journey?

2. How is the influence of subtitling strategies used toward the meaning of Indonesian subtitle in the movie entitled the Hobbit an Unexpected Journey?

C. Objectives of the Research

Dealing with research problems stated above, this research is intended for several objectives as follows:

1. to describe kinds of subtitling strategies are found in the movie entitled The Hobbit an Unexpected Journey;

2. to investigate the influence of subtitling strategies used toward the meaning of Indonesian subtitle in the movie entitled the Hobbit an Unexpected Journey.

D. Significances of the Research

The findings of this research will provide additional knowledge and general image about movie subtitle to give new insight for teachers, students, subtitlers and next researchers. For teacher of movie subtitle, it can be useful as reference to enrich material about strategies in movie subtitling. It also can motivate the students of movie subtitle class and translators and to enhance their skill in subtitling field, especially in choosing the strategy used in movie subtitling. Furthermore, this research can provide information about kinds of strategies found in The Hobbit an Unexpected Journey movie. The researcher hopes that it can be useful as reference for next researcher who wants to conduct research about movie subtitle.

E. Scope and Limitation of the Research

There are many genres of movie such as mystery, thriller, science fiction, fantasy, drama, romance, action et cetera. The object in this research is The Hobbit movie that belongs to fantasy genre. The Hobbit movie itself is a trilogy, which is divided into three parts of movie. The first movie of The Hobbit is entitled *"The Hobbit an Unexpected Journey"*, the second movie is entitled *"The Hobbit The Dragon of The Smaug"* and the last movie is entitled *"The Hobbit The Battle of The Five Armies"*. From three parts of The Hobbit movies, the researcher only takes the first movie entitled *"The Hobbit an Unexpected Journey"* as the object because it tells about the beginning of the main character journey.

This research also focused in kind of strategies and influence of the subtitling strategy used toward meaning of Indonesian translation in the movie. The researcher does not measure the translation equivalency of Indonesian subtitle. The data take from the dialogues in the movie. To restrain the large amount of data, the researcher only takes data from dialogues in some scenes on which the main characters appeared in the movie. Therefore, the researcher disregard scene that not include one or more of three main characters. The three main characters are Bilbo Baggins, Gandalf and Thorin Oakenshield.

F. Definitions of Key Terms

In this discussion, the researcher defines the key term that is used in this study to make the reader easier to understand the content of this thesis as follows:

1. Subtitling

Subtitle in this research is defined as written translations of original dialogue, which appear as lines of text, and usually positioned towards the foot of the screen. Subtitles appear and disappear to coincide in time with the corresponding portion of the original dialogue and are almost always added to the screen image at a later date as a post-production activity as Luykens *et al* stated (1991: 31). The research focuses in kind of subtitling strategies used in the movie based on Gottlieb's theory, those strategies are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

2. Subtitling Strategies

In subtitling, there are some constrains that must be obeyed. Gottlieb (1992:164) calls them as formal (quantitative) and textual (qualitative) constraint. Formal constraint is related to space factor that allows two lines of text only with 35 characters per line and time factor related to reading speed of viewer to read the subtitle until dialogue move. Whereas, textual constraint is related to the presentation like position of the subtitles on screen, the size of the characters and related to font used.

Subtitling strategies in here is defined as procedure of subtitling that is used to overcome the problem in transferring message from one language to another language to adjust the subtitle with two constraints explained before. In this research the, the subtitling strategies refer to the theory proposed by Henrik Gottlieb (1992) that stated ten subtitling strategies, they are: transfer, paraphrase, imitation, dislocation, deletion, expansion, transcription, condensation, decimation, and resignation.

3. The Hobbit an Unexpected Journey movie

The Hobbit an Unexpected Journey is a fantasy adventure movie on 2012 directed by Peter Jackson that tells about an Hobbit named Bilbo Baggins and his journey. It is the first movie from three-part film adaptation based on a novel written by JRR Tolkien in 1937. It followed by The Desolation of the Smaug and The battle of The Five Armies. An Unexpected Journey tells the tale of Bilbo Baggins (played by Martin Freeman), who is convinced by the wizard Gandalf (Ian McKellen) to

accompany thirteen Dwarves, led by Thorin Oakenshield (Richard Armitage), on a quest to reclaim the Lonely Mountain from the dragon Smaug.

The movie has two versions, they are theatrical version and extended version. The theatrical version has duration about 169 minutes (2 hours 49 minutes), while the extended version has duration about 182 minutes (3 hours 2 minutes). In this research, the version used is the theatrical version that less in duration. Moreover, this version is showed in theatre. The researcher also uses sampling to reduce overload data and only take some scenes sequentially. The researcher use The Hobbit An Unexpected Journey licensed DVD to conduct this research.

4. Influence Toward Meaning

Related to the subtitling strategy, the influence toward meaning in here is defined as the influence of subtitling strategy used toward accuracy of the meaning after comparing the target dialogue (subtitle) with the original dialogue of the movie, whether any changes in meaning or information delivered or not after the original dialogue was transferred by using a certain subtitling strategy.