

CHAPTER I

INTRODUCTION

This chapter presents the background of the study from the object of the research which is aimed at answering the research questions.

A. Background of the Research

Audiovisual Translation (AVT) is majoring into subtitle and dubbing. Each of them interferes with the original text to a different extent. Dubbing is replacing the original voice soundtrack with another voice in another language. It is the method, which the foreign dialogue is adjusted to the mouth and movements of the actor in the film and its aim is seen as making the audience feel as if they are listening to actor actually speaking the target language. On the other hand, subtitling is defined as supplementing the original voice soundtrack by adding written text on screen (O'Connell, 2000: 169).

One of the ways to translate the foreign film and television program is subtitling. Subtitling is textual versions of the dialogue, which is not in films only, but also in television programs. Subtitling is very important in the film, because subtitling has given many contributions. They are usually displayed at the bottom of the screen. Through subtitling, the audience of the foreign film can enjoy the film by reading the translated text on the bottom of screen without ambiguous thinking. One might say that subtitling is more authentic, since it does not hide the original sound. As the major methods of translating films, subtitling involves the least interference the flavor of the foreign

language. Subtitling is a way to translate the foreign film without tampering the original soundtrack and dialogues, as is the case dubbing.

Translation subtitle texts, utterances or conversation in a film appeared on screen is not easy task for translator. Hatim and Mason (in Venuti 2000) in *Politeness in Screen Translating* state that there are four kinds of difficulties working on subtitling. The first one is the shift in mode from speech to writing. The second is the factor which governs the medium or channel in which meaning is to be conveyed. The third one is the reduction of the source text as a consequence of above. The fourth is the requirement of matching the visual image. Besides that, there are some constraints of subtitle is that must be obeyed. Gottlieb (1992: 164) discusses in different terminology, what he calls the formal (quantitative) and textual (qualitative) constraint of subtitling. Textual constraints are those imposed on the subtitles by the visual context of the film, whereas formal constraints are the space factor (a maximum of two lines are allowed, with approximately 35 characters per line) and the time factor. The time factor in particular, plays a pivotal role in the decisions translators have to make, although traditionally five to six second have been considered to be sufficient for reading a two line sentence.

Traditionally, there existed two types of subtitles, there are inter lingual subtitles, which imply transfer from a source language (SL) to a target language (TL), and intra lingual subtitles, for which there is no change of language (Diaz Cintas, 2003). In inter lingual subtitles, a translator can applies some strategies in translating the SL subtitle into the TL. According to

Gottlieb (1992: 166) the subtitle strategies that can be applied are condensation, decimation, deletion, dislocation, expansion, imitation, paraphrase, resignation, transcription, and transfer. The translator uses one of the strategies based on the needs.

There are ten strategies that can use by translator, but it is depending on the needs. Translator can use the ten of it or just a few. Sometimes one strategy is most used in translate subtitle compared to the others. Sometimes just few strategies that used in translating subtitle. It is the main reason why the researcher interested in conduct research in the using subtitling strategies.

There are many movies which include subtitles from other countries can be watched by Indonesian. One of them is “The Martian”. The movie was directed by Ridley Scott and starring Matt Damon. The screenplay by Drew Goddard is based on Andy Weir’s 2011 novel of the same name about an astronaut who is mistakenly presumed dead and left behind on Mars. The movie depicts his struggle to survive and others effort to rescue him. It also stars Jessica Chastain, Kristen Wiig, Jeff Daniels, Michael Pena, Kate Mara, Sean Bean, Sebastian Stan, Donald Glover, Aksel Hennie, and Chiwetel Ejiofor. The movie premiered at the 2015 Toronto International Film Festival on September 11, 2015, while the London premiere was held on September 24, 2015. The movie was released in the United Kingdom on September 30, 2015, and in the United States on October 2, 2015 in 2D, 3D, IMAX 3D, and 4DX. It received positive reviews and grossed over \$630 million worldwide, becoming Scott,s highest-grossing film to date, as well as the 10th highest-grossing film of 2015. It received several accolades, including the Golden

Globe Award for Best Motion Picture Musical or Comedy, seven Academy Award nominations including Best Picture and Best Adapted Screenplay for Goddard and the 2016 long from Hugo Award for Best Dramatic Presentation. Damon won the Golden Globe Award for Best Actor Motion Picture Musical or Comedy and was nominated for several awards, including the Academy Award for Best Actor, the BAFTA Award for Best Actor in a Leading Role, and the Critic's Choice Award for Best Actor. From this movie the audience can learn how to be tough and not easily giving up when faced problems.

There are also other researchers, that conducted similar research. Putri (2016) stated that transfer (4.03%) is the most subtitling strategy used in translate this movie, compared to the other paraphrase (2.85%), imitation (1.17%), expansion (0.52%), condensation (0.41%), decimation (0.40%), and deletion (0.58%). Simanjutak (2013) mentioned that the deletion strategy (29.03%) is the strategy more frequently used by the translator in translating this movie, compared other strategies, such as expansion (19.35%), paraphrase (17.74%), transfer (16.12%), imitation (16.12%), and transcription (1.61%). Munawaroh (2008) stated that deletion strategy is often to be used by translator in translating dialogues in movie, then following by expansion, paraphrase, and transfer.

Based on previous research found, researcher decided to conduct research entitled "*An Analysis of Subtitling Strategy Used in The Martian Movie*". The researcher was curious in what can be found on The Martian movie's subtitle.

B. Research Problems

Based on the background of the study above, the researcher formulated the questions as follows:

1. What kinds of subtitling strategy were found in *The Martian* movie?
2. Which strategy was mostly occurred in the subtitling *The Martian* movie?

C. Objectives of the Research

Based on the researcher questions above, the purpose of this study is:

1. To describe the subtitle strategies used by the translator in *The Martian* movie.
2. To analyze the mostly used subtitling strategy to translate script of *The Martian* movie into Indonesian.

D. Significances of the Research

The result of the study is expected to be able to give the following benefits for:

1. To give more knowledge about the subtitling strategies.
2. To help understand the subtitling strategies can help to reveal the underlying logic of translation process.

E. Scope and Limitation of the Research

This research is focused on the subtitling strategies used in translating subtitles in *The Martian* movie based on the 10 Gotlieb's subtitle strategies.

This research investigates the most and the least frequent strategies used in translating subtitles in *The Martian* movie to Indonesian.

F. Definition of Key Terms

1. Subtitle

Gottlieb (2003: 202) said that Subtitling can be defined as “diasemiotic translation in polysemiotic media (including films, TV video, and DVD), in the form of one or more lines of written text presented on the screen in sync with the original dialogue”.

2. Movie

Movies also known as films are a type of visual communication which use moving pictures and sounds to tell stories of inform (help people to learn). A genre is a word for a type of movie or a style of movie. The example of the genre such as: action movies, adventure, comedy, dramas, film noir, horror romantic, science fiction, and etc.

3. The Martian movie

The Martian is a British-American science fiction film that tell about a team of astronauts are on Mars. When a storm hits the team tries to get off the planet, but the line gets cut and Mark Watney is blown away. The sensors detect no life signs, so they assume Watney is dead. But in actually his sensor was damaged. He proceeds to the habitat and sets himself up. He knows that it will be at least three years till the next mission arrives and he has no means to communicate and his supplies will only last year. So he tries to make more. On Earth, the Mars Mission Director want to mount a mission to bring back Watney. Then, he checks out the surface of Mars using his remains satellites, and he discover that Watney is alive. They find a way to communicate with Watney and NASA decides to bring him back to the Earth.