

CHAPTER I

INTRODUCTION

This chapter presents the discussion about background, research problem, objectives of research, significance of the research, scope and limitation of the research, and the definition of key terms.

A. Background of the Research

Translation plays an important role in understanding various languages and cultures around the world. It has made several contributions to the development of information and knowledge in many countries of the world. This development can be seen from the pop culture that spreads in the lives of many people in various countries, including Indonesia.

The development of pop culture which is currently growing rapidly due to globalization is strongly influenced by the development of the Indonesian film industry. Is it a domestic film or a foreign film? However, most foreign films that enter this country are better than local films. It is clear that the most popular and best films in the country are Hollywood films. Hollywood films were first shown in theatres before domestic films.

To enjoy foreign films, you need to know and understand the languages of these countries. But unless you have learned and mastered the language first, only the oddest person can understand the language of different countries. In fact, many people need more time to learn. For this

reason, the field of film translation has become a spur for translation studies.

This field of translation is called audiovisual translation or AVT.

To produce these kinds of Audio-visual programs intelligible for individuals who are new to the languages, a distinctive type of language transfer might be required. Those sorts of language transfer are dubbing and subtitling. Cintaz and Anderman (2009: 4) defined “dubbing as replacing original dialogue using a new soundtrack into the target language or generally called *revoicing*. In dubbing, the sound in the target language must be in the same rhythm as 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”.

Translation of movies or TV programs commonly is subtitling and dubbing, but subtitling is more used and easier to produce because it only types what actors say and does not change or replace their voice with others.

Subtitles have spread in Indonesia and are easy to find anywhere, even through the internet. However, for translators even ordinary people, it is still difficult to work on subtitles. Because to make good subtitles some limitations must be followed. Gottlieb (1992:164) calls it “formal (quantitative) and textual (qualitative) boundaries. The formal limitation relates to the space factor which allows two lines of text to contain only 35

letters per sentence and the time factor relates to the reading speed of the audience to read a subtitle until the next conversation. In addition, textual constraints relate to the presentation, such as the position of the subtitles on the screen, the font size, and the font that is used.” These factors make subtitles more challenging than regular translation, as translators have to adapt their translation to the space on the screen and the viewer's reading speed to read the subtitles.

In general, subtitles are divided into two types; intralingual subtitling and interlingual subtitling. Intralingual subtitling is a term for subtitles in which translation relates to language culture (e.g. English to English) which is usually used for deaf or difficult to hear people. Interlingual subtitling is a translation between two language cultures (e.g. English to Indonesian). In interlingual subtitling, translators can use multiple translation strategies from the “Source Language” to the target language . Subtitle strategies that can be used based on Gottlieb are “expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, resignation.”

Based on the explanation above, researchers are interested in doing a study on subtitle strategies used in a movie. However, many movies have been released to this day with various genres, ratings, themes or topics, and production quality. An easy way to choose a movie is by genre. Meanwhile, many genres can be applied to movies such as action, thriller, mystery, drama, adventure, musical, romance, supernatural, science

fiction, or fantasy. The genre has its uniqueness and interesting things. Adventure is one genre that has a unique and interesting thing because the genre presents one's struggle in pursuing something, can even keep people motivated after seeing it. Adventure movies usually take a place far away, even a place that is fairly lost, or an exotic place. Adventure movies also present stories adapted from the history or struggles of the main characters such as battles, piracy, rebellion, and others as such.

A common theme of adventure movies is characters who leave their home or comfortable place and travel to achieve their goals. *Life of Pi* is one of the adventure genres above. *Life of Pi* is adapted from the novel written by Yann Martel in 2001 of the same name and directed by Ang Lee. *Life of Pi* is a movie that shows a sixteen-year-old named "Pi" Patel, being the only survivor of a ship that sank and sailed the Pacific Ocean on a lifeboat with a Bengal tiger.

In this case, this research will discuss subtitle as a product. The source language (SL) that raises the problems discussed in this study is English. Indonesian, on the other hand, is the target language (TL) used to inform the target audience.

Researchers took the topic of subtitling strategies because they were interested in the results of an analysis from Firda Nur Laili (2019) who researched fantasy movies titled "The Hobbit and Unexpected Journey using the Gottlieb theory. Findings from the study showed that nine out of ten subtitling strategies were used in movies." Avelin (2015) also

researched “subtitling strategies and translation readability of the Indonesian subtitle of *Maleficent* by using a qualitative approach in his research. Researchers show that the strategies often used in *Maleficent* movies are transfer (34.78%), deletion strategy (26.1%), paraphrase (18.16%), imitation (11.76%), condensation (6.9%), and decimation (2.3%). Meanwhile, the translation results are categorized as easy to read after being tested by as many as 15 people. Purposive sampling was used in this study to reduce big data”. Subsequent research was written by Rohma (2014) entitled "subtitling strategies of English slang expression in the Indonesian subtitle of TV series: *Hanna Montana season 4* which shows that eight out of ten strategies mentioned Gottlieb used in *Hanna Montana season 4*"

Obviously, the differences between English and Indonesian language are likely to cause you to lose or receive information due to various subtitle issues. In this case, the researcher wants to explain what kind of strategies and their effects in the Indonesian subtitle "Life of Pi". Thus, this research is entitled “SUBTITLING STRATEGIES USED IN THE MOVIE ENTITLED LIFE OF PI”

B. Statement of Research Problem

Based on the background above, the research problems can be essentially formulated as follows:

1. What kind of subtitling strategies are found in the movie entitled Life of Pi?
2. How is the influence of subtitling strategies used toward the meaning of Indonesian subtitles in the movie entitled Life of Pi?

C. Objective of the research

Relating to the problem of the studies above, this study intends:

1. To describe kinds of subtitling strategies are found in the movie entitled Life of Pi.
2. To investigate the influence of subtitling strategies used toward the meaning of Indonesian subtitles in the movie entitled Life of Pi.

D. Significance of the Research

The findings in this research afford an additional knowledge and an indication of movie subtitles to provide new understandings for teachers, students, subtitlers, and next researchers. For movie subtitle teachers, it can be effective as a reference to improve material about strategies in movie subtitling. It can also be used to persuade movie subtitle students and translator classes and to add to their skills in the domain of subtitling, especially in choosing strategies used in movie subtitling. In addition, the research can afford data about the kinds of strategies found in Life of Pi. The researcher hopes this study can be valuable as a reference for the next researchers who want to study movie subtitles.

E. Scope and Limitation of the Research

There are movies of various genres such as mystery, thriller, science fiction, fantasy and drama. Romance, adventure, action and more. The purpose of this study is the movie "Life of Pi", which belongs to the genre of adventure.

Researchers have also focused on the various strategies and implications of subtitle strategies that apply to Indonesian translations of films. Researchers did not measure the equality of translations of Indonesian subtitles. The data comes from the movie dialogue. To limit the amount of big data, researchers recorded dialogue only in a few scenes where the leading actor in the movie appeared. For this reason, researchers ignored the scene where the two protagonists no longer appeared. The two protagonists are the writer Yann Martel and the protagonist Pi Patel.

F. Definition of Key Term

These terms give the reader an accurate idea of what the study is related to. Researcher provides some practical definitions of important terms to be clear enough to understand this study. The terms are as follows.

1. Subtitling

The subtitles in this study were divided into written translations of the original dialogue. That is, a translation practice that consists of writing down the text that appears at the bottom of the screen, preserving the original dialogue, displaying many elements of discourse in images, and providing

information on the soundtrack. The researcher focused on the various subtitling strategies used in movies based on Gottlieb's theory. This strategy is "expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation."

2. Subtitling strategies

Subtitling strategies are defined here as the method of subtitles used to overcome the problem of customizing subtitles by transferring messages from one language to another, with the two limitations mentioned above.

In this study, the subtitling strategy is transfer, paraphrase, imitation, dislocation, deletion, expansion, transcription, condensation, decimation, and resignation.

3. Influence toward meaning

the influence toward meaning here is explained as the influence of subtitling strategies used on the accuracy of meaning after comparing the target subtitles with the transcript, even if there is a change in information or the meaning conveyed or not after the transcript is transferred using a specific subtitling strategy.

4. Life of Pi movie

Life of Pi is a 2012 adventure drama movie based on Yann Martel's 2001 novel of the same name. Directed by Ang Lee, and written by David Magee, the movie stars Suraj Sharma, Irrfan Khan, Rafe Spall, Tabu, Adil Hussain, and Gérard Depardieu. The storyline revolves around an Indian

teenager named "Pi" Patel, telling a novelist about his life story, and how at 16 he survives a shipwreck and is adrift in the Pacific Ocean on a lifeboat with a Bengal tiger

Life of Pi had a wide release in the United States on November 21, 2012, in both traditional and 3D viewing formats. Life of Pi was released on DVD, Blu-ray, and Blu-ray 3D in North America, on March 12, 2013. The movie's 2D Blu-ray release contains many special features, including a one-hour making-of special entitled A Moviemaker's Epic Journey and two featurettes focusing on the movie's visual effects, as well as two behind-the-scenes looks at storyboarding and pre-production artwork. In addition, the movie's 3D Blu-ray release contains five deleted scenes and a featurette entitled VFX Progressions that takes a look at what was shot and how it evolved to be what was rendered on screen. The movie was later released on 4K Blu-ray and digital copy on March 8, 2016. Researchers also used sampling to reduce excess data and took only a few consecutive scenes. Researchers used Life of Pi Blu-Ray to write the study.