CHAPTER I

INTRODUCTION

This chapter presents the discussion on context of the study, formulation of research question, purpose of the research, significant of the research, scope and limitation of the research, and definition of key terms.

A. Context of the study

Watching movies is an entertainment for some people. By enjoying a movie people can pamper themselves and relieve stress, because this activity is done in their spare time. In addition, films can also be used as learning materials like in terms of language, moral value or culture contained. Many foreign films that are screened in cinemas or private TV are usually presented in a foreign language or English. English is the language of the king of cinema that is popular through the world and also an international language. English is an international language that is not only used by English speakers but also the world community which tends to be modern and has a wealth of expressions or idioms that are more varied and always evolving (Nurhayati, 2018). The most basic thing from the foreign film is the language of the film itself. Some people are able to communicate in English but they have different reception abilities in absorbing foreign language information, so it is not uncommon for people to be more interested in watching movies that have subtitles or translations available.

It is widely known that translation is also used for entertainment media such as movies. There are many foreign films that are already available with Indonesian

subtitles without reducing the sensation of the original character's voice, translation in the form of text is needed to help the audience to follow the storyline of the film. According to Shuttleworth and Cowie (1997: 161) in their book entitled Dictionary of Translation Studies, they state that subtitling is the process of giving a caption (writing below the screen) that is synchronized to dialogue in programs of films, television and operas that are broadcast live. In translating a film translation, a translator faces a challenge to display a translation that complies with the rules, namely in accordance with the limitations of time and place, that is, every appearance of a film text (subtitle) is no more than two lines consisting of 30-35 letters per line (Gottlieb, 2003). 1997; Hatim & Mason, 1997). In addition, viewers have a relatively short time to read subtitles, that is 2.5 to 3 seconds for one line subtitle or 5-6 seconds for two subtitle lines. Also, cultural and linguistic differences also bring difficulties for translators when they have to translate films of different genres. With these challenges, film translation is different from other forms of translation.

In translating subtitle, translator will face many problems in translation process. According to Baker (68-70), the main problem in translation is to find the meaning equivalence that appears on many levels of language. Equivalent is classical problem in translation field that translator will face. A translator should figure out the equivalent that represents the message containing in source language. Translator should also consider appropriate strategy to solve equivalence problem in order to make the translation that can be understood by the TL readers and has the

same effect in both languages. One of the problems is when dealing with slan'g expressions.

Translating slang is unique phenomenon in translation. Slang has different meanings from literal or dictionary meaning. Slang also has become an alternative secret language, for example to talk about something taboo, usually only the speakers and the interlocutor understanding the meaning. The purpose is simply to avoid bluntness. Therefore, a translator should pay attention in how to create the translation of slang as natural as possible and can be understood easily by target reader. Sometimes, Literal translation failed to transfer the message contained in slang and causes misunderstanding and confusion in TL reader, a translator should seek appropriate strategies in finding meaning equivalence of slang. It must be considered by every translator especially a translator movie subtitle.

There were some previous studies which had done related to the topic of the research. The first research was conducted by Renita, et. al (2020), the purpose of this research to analysis the type of slang language style found in *Charlie's Angel movie* using Sumarsono's theory (2007) such as clipping, metathesis, creative, acronym, use the existing words, and metaphor.

The second research was conducted by Naomi et. al (2016) The object of this study was to find out strategies in translating slang words from English to Indonesian based on Henrik Gottlieb theory. There are ten strategies of translation subtitle, namely the addition, paraphrase, transfer, imitation, transcription, condensation, decimation, deletion, taming, resignation.

The third research was conducted by Lilik, et. al (2019), the purpose of this research is to analysis of translation strategies as employed in the movie entitled *The social network* using Baker's theory such as translation by cultural substitution, translation by paraphrase using related word, translation by omission, translation by illustration, translation by paraphrase using an unreal word or phrase with similar expressive meaning.

The last related research is research by Aurelia Reza (2020) entitled *Equivalence in the Translation of Joko Pinurbo's "Tuhan Datang Malam Ini" into "God Came Tonight"* The study was aimed to analysis equivalence strategies, referring to Nida's framework, applied to the production of the translation. The equivalence explained in the discussion covers both formal and dynamic.

The difference between previous study and this research, first previous research they were only focus to found out characteristics and function of slang language and displayed the data without more explanation. The second research focus on subtitling strategies of the utterances from three main characters and not specifically on slang words as conducted on this research. Then, third research focused on analysis of translation strategy using Baker's theory different with this research that used Gottlieb's theory to identify translation strategy. The last research they only focus on analysis equivalence strategies from a poem, as this study also conducted to analyze the equivalence strategy based on Nida's theory that there are two kinds of equivalence, there were formal and dynamic equivalence in the movie entitled Scoob! (2020) Movie.

The purpose of translation is to provide an equivalence meaning between the source language and the target language. Change the source language text into the target language text by considering the meaning of the two languages and following the applicable writing rules to produce accurate, precise and fair translation. Especially for translating slang language which has deep and implied meanings which may lead to misinterpretation.

Meanwhile the researchers choose to analysis how the translation strategies used by subtitler to convey the message according to the word intended of the slang expression and easily understood by the viewer. Besides that, first the researcher try to find out the characteristic of slang expression based on word formation process, and identify meaning equivalence in English slang translated into Indonesian, then describe the strategy of translation used by translator in Scoob! (2020) Movie into Indonesian.

From the explanation above, then the researcher attempts to find and analyzed the result of translation slang expression from English to Indonesian language found in subtitling text in SCOOB! (2020) movie. The researcher carries out the research about: The Translation Analysis of The Slang Expression Used in 2020 American computer-animated mystery film produced by Warner animation Group Entitled: "SCOOB! (2020)"

B. Formulation of Research Question

Based on the background of the study above, the researcher formulated the problem of the study into the following questions:

1. What kind of the characteristic of slang words found in Scoob! (2020) Movie?

2. What strategies used by the translator to translate slang words found in Scoob! (2020) Movie?

3. How is the equivalence meaning of English slang expression translated into Indonesian?

C. Objective of the Research

Based on the problem of the research, the objectives of the research are presented as below:

1. To classify the characteristic of slang words found in Scoob! (2020) Movie.

2. To describe strategies used by the translator to translate slang words found in Scoob! (2020) Movie.

3. To identify the equivalence meaning of English slang expression translated into Indonesian.

D. Significant of the Research

This research is expected to provide many benefits. Firstly, the writer expect that this research can give information and knowledge to the reader and any translator about the translation strategies and meaning equivalence of slang in translation movie subtitle. And also, this research can be used as an additional reference for other students who are interested in studying further about writer's related topic, especially for the students of English department.

E. Scope and Limitation of The Study

The scope describes the areas covered in the research. The scope of this study was focused on analyzing the slang expressions found in the Scoob! (2020) movie. This study was limited only in character's conversation and the subtitle by Streaming site namely Bioskopkeren.

F. Definition of Key Terms

In order to avoid misunderstanding and ambiguity of terms used, in this study some terms used to be divided as follows:

1. Slang word

Slang words is a type of unofficial language or a non-standard language that is seasonal and cannot be ascertained when the word appears and spreads in a society. According to Burdová (2009:8), slang is considered an independent non-literary language formation existing in a language and closely connected with its terminology. The etymological origin of the word, as well as its precise definition, seems to be ambiguous. According to Pei and Gaynor (1945:199) Slang is a style of language in common use, produces by popular adaptation and extension of the meaning linguistic principles for formation of word, generally peculiar to certain classes and social or of existing word and by coining a new word with disregard for scholastic standards and age groups.

2. Subtitle

Subtitle is text that is embedded in a show, such as a video, film, or television show as a translation of the language used in the show. With subtitles, it will be easier for people of different language to watch a film or video in a foreign language as of the intent of the film can be captured properly. According to Gambier as state in Hastuti (2011: 58) that subtitles are translations of film dialogue written at the bottom of the film. As with dubbing, the purpose of 'subtitling' is to help viewers enjoy a film, whether it's a documentary or a story, drama, action and other.

3. Equivalence

The meaning of equivalence is the equality of degrees. Equivalence can be defined as the level of equivalence between the meaning and style of the translated text and the source text. Each researcher in the field of translation has his own concept in seeing equivalence in translation. This concept is often different from one scientist to another.

According to Nida and Taber (1982), equivalence were divided into two types, namely formal equivalence and dynamic equivalence. Formal equivalence focuses attention on the message itself where the target language resembles the source language in form and content, while dynamic equivalence focuses on the function where the effect of the message in the source language is attempted to have the same effect on the target language where the reader will feel as if reading the source text.

4. Scoob! 2020 movie

In this study the researcher chosen film entitled Scoob!2020, a 2020 American computer-animated mystery comedy film. This film is about the history of "The Mystery Incorporated" formed (ghost hunter group) consisting of <u>Scooby-Doo</u>, Shaggy, Fred, Velma and daphne. The Mystery Inc has a mission to solve various mysteries until one day they are almost torn apart due to some misunderstanding, until there is an incident where the Scoob will be kidnapped. Scoob was targeted by mustachioed villain named Dick dastardly because he was the last noble blooded dog breed who has the key to open the gate to the treasure vault. In Mystery Inc adventure, they meet a superhero named Blue Falcon and his assistant Dynamutt who have the same goal of stopping Dick dastardly.