

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

Today, people can easily get needed information by mastering many languages. Besides, science and technology development urges us to master the global language indirectly. English as one of the global language plays a very dominant role in the worldwide education, business, and other relations. Therefore, the role of translation is very important for individual, groups of people or even a country to access lots of beneficial information from the other parts of world.

Translation is defined on some kinds. One of them is conveyed by Newmark (1999:40) that translation is basically a means of communication or a manner of naming one or more person in the speaker point of view. The statement above means that translation as a tool of communication must be returned to its main function as a tool of convention or expression of an idea or feeling to the other people. Therefore, translation should have form, meaning and function on its application. Based on Newmark definition, translation can also be the social phenomenon that has multi dimensional pictures. In this case, the elements of source language, target language, culture, translator and translation reader must be noticed seriously as the translation activities.

Supporting the statement above, Catford (1965:21) adds that translation is defined as replacement of source language that has same value with target

language in meaning. Source language and target language must be translated in field of text because they provide semantics correlation.

Nowadays, translation is facing a more challenging task. The development of science and technology provides a new challenge for translating job, not only translating printed work but also audiovisual media such as film. This challenge contributes to an existence of translation. Actually, there is a specific term for films translation that is Audiovisual Translation (AVT). Audiovisual Translation covers two main types of film translation, they are subtitling and dubbing. Coelh (2003:1) defines subtitling as the process of providing synchronized captions for film and television dialogue. While, dubbing refers to any technique of covering the original voice in an audiovisual production by another voice.

According to Barbara Schwartz (2002: 11), subtitling involves cultural adaptation and language transfer for a single film to reach people in several different countries representing a variety of norms, as she says:

“Sub-titling changes the medium with written the target language (TL) version of the dialogue appearing on the screen. Although there is no lip-synchronization, there must be some agreement between the subtitle, the spoken source (SL), dialogue, and the corresponding image (Baker: 1998).”

In relation with the reason above, it is assumed that in the processes of subtitling itself, the translator may use several subtitling strategies and it is possible that the original message cannot be transferred perfectly even though the diction and the grammar are correct. It can happen when the translator did not fully understand the context or when there are sentences that are culturally untranslatable. Therefore, it is important to analyze the subtitling strategies used

by the translator in subtitling the action comedy film entitled “Kungfu Panda” directed by Mark Osborne and John Stevenson.

In this research, there are several reasons for choosing the topic. To begin with, in choosing this topic is influenced by the interesting of translation and also caused by the fact that translation field deals with a more challenging task, because science and technology development offers a new challenge for translation job by the existence of Audio Visual Translation (AVT) that covers subtitling and dubbing.

Producing an acceptable or a good translation is not an easy thing to do. An ideal translation should be accurate, clear, and natural. A good subtitle is when the translator can bring the viewer to the same experience as well as the original viewer (Nornes, 1994:4). It reveals that it is hard to classify subtitles, because every choice, for example the diction, which the translator takes, should be for the sake of viewing experience of foreign viewers. It is recognized that in translating a subtitle, we need a different approach due to its characteristics. Therefore, future translators need training related to subtitling practice that is formally conducted in translation class.

Besides, it is also considered that the action comedy film “Kungfu Panda” is one of the best action comedy movies of the year. This is a film about being true to ones own nature; about accepting the unique nature of others and capitalizing on their talents therein, and it’s also a film about parenthood. So, this film should be watched by people all over the world. Finally for that reasons, this research entitled **“Strategies of Subtitle Translation on Action Comedy Film “Kungfu Panda””**

## **1.2 Limitation of the Study**

Basically, there are two types of films translation. They are subtitling and dubbing. Nevertheless, this research only focused on subtitling that mostly used in transferring a language in films. To be more specific, this research is limited only to the subtitling strategies and the common problems in the action comedy film Kungfu Panda's subtitle.

## **1.3 Statement of Problem**

Referring to the background mentioned above, the problem investigated in this research can be formulated in the following questions:

1. What are the subtitling strategies used in subtitling the action comedy film "Kungfu Panda"?
2. What are qualities of Kungfu Panda's subtitle translation?

## **1.4 Purposes and Significances of Research**

### **1.4.1 Purposes of Research**

Based on the research questions formulated above, the purposes of this research are:

1. To find out the strategies used by the translator in subtitling the action comedy film "Kungfu Panda".
2. To know the quality of Kungfu Panda's subtitle translation.

### 1.4.2 Significances of Research

The significances of this research are:

- a. Academically, this research gives a chance to apply what is known about translation, especially about subtitle translation and to develop the ability of mastering English.
- b. This research also will be significant to learners and translators to be helpful resource in understanding about subtitle translation of action comedy film.
- c. To give a valuable input for the film industries, film makers and subtitle translators to improve the quality of their films' subtitles.
- d. To help people use the proper translation strategy when translating movie easily.
- e. Hopefully, through this research the subtitling process and the quality of movie subtitle would be better and more acceptable in the future.

### 1. 5 Organization of the Paper

This paper is divided into 5 chapters. The following is the general description of each chapter in this paper.

Chapter I contains introduction which is divided into background of research, reason for choosing the topics, limitation of the study, statement of the problem, purposes and significances of research, and organization of the paper.

Chapter II contains literature review, which serves a set of the relevant theories as a basis for investigating the research problem. They are the theories of

translation, translation process, translation procedures, audiovisual translation, and definition of subtitling, subtitling process, and subtitling strategies.

Chapter III contains the methodological of the research which used in investigating the method used in subtitling the action comedy “Kungfu Panda”.

The following are points consisted in this chapter.

1. Formulation of Problem, which is consist of:
  - a. The research design
  - b. The Object of the Research
  - c. Description on the procedures of data collection.
2. Clarification of Main terms used in this paper.

Chapter IV contains the ways of collecting data, the analysis of the subtitling strategies and the naturalness, clarity and accuracy tests to know the quality of the action comedy’s subtitle translation, along with the interpretations about the findings.

Chapter V is divided into two sub-parts: the conclusions of this paper and some suggestions for the next researchers or those who want to get the benefit from this paper.