

## CHAPTER I

### INTRODUCTION

This chapter is an introduction of this research. It consist of background of the research, statement of problem, research objective, research significance, definition of key terms and organization of writing.

#### **Background of Study**

Movie is one of the most popular literary work in this era. This phenomenon can be seen in the mass media such as social media and television which often show trailer and movie promotions. It is also showed in the development of public interest of watching movie from national or even international. On the other hand, watching international movie that has different language can be an obstruction for the viewer to understand the whole story from the movie. This problem can be solved by translating Source Language (SL) from the movie to Target Language (TL) or viewer language. The translation itself is called subtitling.

Cintas and Anderman (2009) explain that subtitle is written translations of original dialogue which appear as lines of text, usually positioned towards the foot of the screen. Subtitling is a type of language transfer in which the translation, that is the subtitles, do not replace the original Source Text (ST), but rather, both are presented in synchrony in the subtitled version. In addition, translation is a process of transferring meaning from Source Language (SL) to Target Language (TL).

According to (Newmark, 1988: 5), translation is rendering the meaning of a text into another language in the way that the author intended the text. It means that in translation process, the author or the translator can transform the text arbitrarily while still observing into the equivalence between Source Language (SL) and Target Language (TL) (Baker, 1992: 6). Shortly, a translation must have conformity and equivalence between Source Language (SL) and Target Language (Setiawan, 2004:13).

Catford (1965: 20) explains that an equivalence in translation can occur after creating some new forms in translation called translation shift. The translation shift is a changing of form when it is translated from the source language into target language. It branches into two major types. They are level shift and category shift. The level/rank shift refers to a source language item at one linguistic level that has a target language translation equivalent at a different level. In other words, it is simply a shift from grammar to lexis. Otherwise, category shift refers to departures from formal correspondence in translation that branched into *structure shifts*, *class shifts*, *unit shift*, and *intra-system shifts*. These two major shifts are applied in translation to reach the equivalence between Source Language (SL) and Target Language (TL).

Translation shifts occur in every translation texts. One of them occurs in “*Zootopia*” movie subtitling. This movie was produced by Walt Disney Animation Studios. This movie was released in Indonesia and became popular because the

inspiring story from the movie. This is because the existence of good translation that helps the viewer to understand the whole story of this movie. This good translation makes the writer interested in analyzing the translation of this movie.

Previously, there are similar research. One of the research was conducted by Padillah (2016) about translation shifts analysis of the phrasal verb in *Transformer : Age of extinction's* English – Indonesian Subtitling. The result of this research showed type of shifts over translation in English – Indonesian Subtitling. This research analyzed deeply about the factors of each shift occurred by giving details analysis of it. The second research, from Suhaila (2010) about translation shifts analysis titled “A Unit Shift of English Indonesia Translation Analysis of the ‘Tale of the Three Brothers’ by J.K Rowling. This research focused on unit shift analysis of text and deeply analyzed each unit with the factors of appearance.

This research is different from both research above in the object and the focus of analysis aspect. The object of this research use translation from “*Zootopia*” subtitles. These were investigated because there are some differences between English as Source Language an Indonesia as Target Language which caused some shifts. The other differences are from the focus of analysis in this research. This research focus on the occurrence of level shift and category shift in general sentences not as specific as the previous research that analysis translation shift in specific class like phrasal verbs.

## **Statement of Problem**

Since the writer has tried to survey the translation shift found in “*Zootopia*” subtitles, the proposed problems are divided into two formulations of question. The proposed questions in the research are:

1. How do level shifts occur in the “*Zootopia*” subtitle from English into Indonesian Language?
2. How do category shifts occur in the “*Zootopia*” subtitle from English into Indonesian Language?

## **Research Objective**

The objective of this research are:

1. To explain the level shifts occurrence in “*Zootopia*” subtitles from both English and Indonesian Language.
2. To explain the category shifts occurrence in “*Zootopia*” subtitles from both English and Indonesian Language.

## **Research Significance**

This research hopefully can give some benefits for both academically and practically for everybody who needs it.

- a. Theoretically, this research can be used as an additional reference for discussion of the procedure of English to Indonesian Language translation, especially about Catford’s translation shifts theory.

b. Practically, this research is expected to give information and more understanding to the reader especially for students of English Literature about translation shift. In addition this research also expected can be used by the other researcher as an additional reference for discussion or research about translation. This research is also expected useful for language user as information about language equivalence with translation shift as the representative method.

**c. Definition of Key Terms**

To avoid misunderstanding, the writer explains some terms related to this research, as follows:

***Translation shift*** : The term translation shift used in this research is to show that in every translation text always appears some shift in purpose to reach the equivalence between both languages. The shift here means a changing of form of the source language when it is translated into target language. Catford (1965: 73) divides the shift in translation into two major types, *level/rank shift* and *category shift*.

***Zootopia*** :*Zootopia* (also known as *Zootropolis* in most of Europe) is a 2016 American 3Dcomputer-animatedcomedy-adventure film produced by Walt Disney Animation Studios and released by Walt Disney Pictures.

**Movie** : Movies, also known as films, are a type of visual communication which use moving pictures and sound. Every movie has a story to tell to the audiences showed in the plot or the dialogue.

**Subtitle** : This term indicates written translations of original dialogue which appear as lines text, usually positioned towards the foot of the screen (Cintas, 2009: 21). Subtitle usually used because the difference language between original movie language and audiences language.

### **Organization of writing**

This research is organized into five chapters:

**Chapter I** : Introduction. This chapter consists of background of research, statement of problem, the purposes of the research, the significance of the research, definition of key terms and organization of writing.

**Chapter II** : Theoretical foundation. This chapter consists of translation, translation shift, kind of translation shift and subtitling.

**Chapter III** : Research Method. This chapter consists of design, data, source of data, technique of collecting data, and technique of analyzing data.

**Chapter IV** : Findings and Discussion. This chapter consists of data analysis about translation shift specifically in level shift and category shift that occurred in “Zootopia” movie subtitle.

**Chapter V** : Conclusion and Suggestions. This chapter consists of conclusion of analysis and suggestion.

