

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the research. It consists of background of study, research question, research objective, significance of study, definition of key term, and organization of writing.

1.1. Background of Study

Translation is one of the linguistic studies that often encounters in our daily life, especially in literary work. Translation is the communication of the meaning of a source language text. Larson (1984:3) states that translation as a change of form the source language into a receptor language in which the meaning must be held constant. Translation is the solution in understanding books or other materials in foreign language. Therefore, it is the role of translation to translate those books or other materials which use foreign language was important.

Besides in books, translation also many encountered in movies and television series. Foreign films and television series especially Hollywood cartoons have dominated the movie industry in Indonesia, who the audiences are children. Television series, movies of films has a considerable influence for

society. There are positive effects as for the negative impact, especially for children. Almost any movie or television show is believed important role in shaping the character of the children that need to be evaluated substantially. Most of films are inspiring for the audience, but many also have a negative impact for the audience. The perception of local films are less qualified and entertained, many people who prefer foreign films, especially Hollywood.

The high quality pictures and also interesting in terms of the story, make Hollywood films and television series increasingly in demand by the Indonesian. Almost all of Hollywood movies/films and television series are produced in English, which are difficult to understand by Indonesians, this condition can be a problem, that is the difference of language used. Therefore, the film or television series producers must transfer English as the source language to certain target language, in this case Indonesian language, in order to make audience easier to understand and enjoy the films.

There are two types of translation in movies and television series those are subtitling and dubbing. Both of them have significant differences. Dubbing is a post-production process used in film making and video productions in which additional or supplementary recordings are “Mixed” with original production sound create the finished soundtrack. Boordwell and Thomson (1990:409) say that dubbing as the process of replacing part of all the voices on the soundtrack in order to correct mistakes or record dialogue. Meanwhile, subtitling can be defined as transcription of

film or TV dialogue presented simultaneously on the screen. According to Gambler (1993:276), “subtitling is one of two possible methods providing the translation is printed along the bottom of the movies”. Dubbing is intended for those who have low of reading skills, meanwhile subtitling is intended for people who have the ability to read quickly. So most use of films for adults use subtitling, while children's film more is translated with dubbing. Because most of the audience of Spongebob Squarepants is children then of the both, researchers chose to analyze the dubbing as interpreters in the movie’s translation.

Every language in the world has its own characteristics. Therefore, when the source language (SL) and the target language (TL) are very different in structure and cultural background, it might be difficult to find a similar transfer of the source language (SL) to the target language (TL).Based on description above, the researcher wants to analyze the topic about translation. The reason the researcher analyzes this topic is because translation of literary works, especially movies and television series is very closely related with the cultural values of the literary works originated. Translation is not just translating the language but also translate the message and the cultural values of a country. Nida and Taber quoted by Choliludin (2007:3) state that translation consists in reproducing in the receptor language the closest natural equivalent of the source-language message. Firstly, in terms of meaning and secondly in term of style.

The similar studies about translation were done previously by some researchers. The first study was conducted by Encep (2011) entitled “The Translation of Idiomatic phrasal verbs on novel: The Sand of Time by Sidney Sheldon”. The result of his research was the researcher found four strategies that are used in translating the phrasal verbs. There were using an idiom of similar meaning and form (SMF), using an idiom similar meaning but dissimilar form (SMDF), translating by paraphrasing, and translating by omission.

The second study was conducted by Asti (2011) entitled “The translation analysis of Expressive dialogues in the movie by Andrew Fleming entitled Nancy Drew”. The result of her research the researcher has applied eight translation methods to apply in translating the expressive dialogues found in the movie. Those methods are idiomatic translation, communicative translation, semantic translation, faithful translation, literal translation, literal translation, word for word translation, adaptation translation, and free translation.

The last study was conducted by Hasanah (2013) entitled “The translation of idiomatic expression in Stephenie Meyer’s novels : Twilight and breaking down English into Indonesian”. The result of his research showed that there are four types of strategies used by the translator in translating idiomatic expression there were using an idiom of similar meaning and similar form (SMF), using an idiom of similar meaning but dissimilar form (SMDF), translating by paraphrasing, and translating by omission.

The thing that differentiates this research from previous research is because the researcher uses *Spongebobsquarepants* animated television series as the object because *Spongebobsquarepants* is one of the popular animated television series in Indonesia. The cultural differences between Indonesian and American make researchers need to study the appropriateness of the language and cultural meaning contained in dubbing *SpongebobSquarepants*. Another difference between this research study and the previous one is although the previous research has similarities with the current study on terms of asking about types of translation method there is major differences namely, they did not research about the one most dominant translation method. Based on the background study above, then the researcher entitles this research “Methods Translation of *Spongebob Squarepants* animated television series”.

1.2. Research Question

Based on the background of study above, the researcher addresses the research question as follows:

- 1.2.1. What types of translation methods are used in translating *Spongebobsquarepants* animated television series?
- 1.2.2. What is the most dominant translation method applied in translating *Spongebobsquarepants* animated television series?

1.3. Research Objective

Based on the research question above, the researcher has the following objectives:

- 1.3.1. To figure out of the types of translation methods which are used in translating *Spongebobsquarepants* animated television series.
- 1.3.2. To find out the most dominant translation method applied in translating *Spongebobsquarepants* animated television series.

1.4. Significance of Study

This research is expected to provide the benefits, as follows:

1.4.1. Theoretically

1. Provide theoretical views about the methods and techniques of translation related to the translation of English to Indonesia, especially dubbing films.
2. Provide theoretical views about the methods and techniques of translation in accordance with the cultural aspects of the dubbing *Spongebob Squarepants*.
3. Provide theoretical views about appropriate and not appropriate meaning in children's literature, especially *Spongebob Squarepants* animated television series.

1.4.2. Practically

1. For Students this research is expected to contribute to enhance translation skill.
2. For translation association this research is hoped to contribute about translation methods and analysis which accordance with the requirement and purpose of the translation.
3. For the readers in general hopefully this research is able to make them understand how the translator applied the strategy in translating.
4. For the researcher herself, this research is a way of applying her ability in evaluating the value of a given translation.
5. For other researcher this research is hoped to be of the references for next research to conduct similar research about translation.

1.5. Definition of Key Term

1. Translation: rendering the meaning of a text into another language in the way that the author intended the text. In short, the meaning of a text should be the same with the author's aim when it is translated. (Newmark ,1988:28)
2. Dubbing: as the process of replacing part of all the voices on the soundtrack in order to correct mistakes or record dialogue. (Boordwell and Thomson ,1990:409)

3. *Spongebobsquarepants* animated television series: an American animated television series created by marine biologist and animator Stephen Hillenburg for Nickelodeon. (www.tv.com/shows/spongebob-squarepants/)

1.6. Organization of Writing

- Chapter I : Introduction, this chapter consists of background of study, research question, research objective, significance of study, and definition of key term,
- Chapter II : Theoretical Review, this chapter serves some theories about translation, and all about television series *Spongebob Squarepants*.
- Chapter III : Research methodology that contains research design, source of data, sample of data, technique of collecting data, technique of analyzing data, and organization of writing.
- Chapter IV : Finding and discussion which elaborates data analysis related to the finding and further discussion the data that will be presented in this part.
- Chapter V : Conclusion and suggestion. It includes the conclusion and suggestion of data analysis related to the finding the data that will be presented in this part.