

CHAPTER I

INTRODUCTION

This chapter covers six points; consists of background of study, research question, objective of study, significance of study, scope and limitation of the study, and definition of key terms.

A. Background of Study

Language as a guide to social reality has become a medium of expression for our society. Wardhaugh (1972, p.3) defines language as a system of vocal symbols used for human communication. Keraf in Smarapradhipa (2005, p.1), gives two meanings of language. The first definition states language as a means of communication between members of the community that forms a sound symbol produced by human utterances. Second, language is a communication system that uses vocal symbols (speech sounds) that act arbitrarily.

Language as a communication tool is useful for knowing a number of things, such as the procedure for translating text through films. Murtisari (2015) proposed that translation of the national language by enlarging their capacities as a medium of communication, be it in vocabulary and organization of ideas.

According to Manser (1996, p.441), translation is the activity of changing something spoken or written into another language. Simatupang (1999, p.2), translating is transferring the meaning of Source Language (SL) into Receptor Language (RL) and rework it in RL with natural forms that follow the valid rules in Receptor Language (RL).

Since English is not the daily language for Indonesian, either in spoken or written form, many of them cannot understand the western film's dialogue. Thus, film subtitle is needed to facilitate the communication between the viewers and the film. Subtitle translation is the art of translating one video language into another through written text translation. Ciabattoni (2008), subtitle can increase the comprehension of language in terms of vocabulary recognition and memorization in English As a Second Language (EFL) learning. According to Sponholz (2003),

subtitles evolved out of the intertitles, which were used as devices to convey the dialogue of the actors to the audience.

In order to make the subtitles meet the quality requirements, the translator needs the translation procedures. Newmark (1988, p.81) states: “translation procedures are used for sentences and smaller units of language.” The translation procedures that are used should be simple and understandable, because simultaneously the viewers should read the subtitle and watch the film at the same time. The effective subtitles would give the viewers a good response toward the film, even more to those who learn language from the film. On the other hand, the ineffective subtitle would make the viewers not understand the meaning of the utterance and give the learner a bad result of the study. Therefore, the subtitle itself should be appropriate with the context of dialogue and the culture of the source language towards the target language in the dialogue.

The film subtitle that would be investigated in this study is *Up* an animation movie production Pixar Animation Studios distributed by Walt Disney Pictures. The film centers on an elderly widower named Carl Fredricksen (Ed Asner) and an earnest boy named Russell (Jordan Nagai). *Up* was premier on May 13, 2009 in Cannes Film Festival, and recorded history as first an animation movie which was played at the event. *up* then released on May 29, 2009 in America Serikat and on July 29, 2009 in Indonesia.

Therefore, as the based on description *Up* movie, the research would be designed to analyze the procedure of translating movie subtitles.

B. Research Question

The research question of this study :

How is subtitling procedures from English to Indonesian used in movie entitled *Up* ?

C. Objective of Study

To describe subtitling procedures from English to Indonesian of the movie *Up*.

D. Significance of the Study

It is hope that the result of this study will give contribution to :

a. Teacher

The teacher gets useful an experience and more knowledge about the translation procedure in some subtitle of a movie.

b. Student

The student can improve their knowledge, especially about translation procedure and how importance to translate according to translation procedure for subtitle in every movie.

c. Other Researchers

The other researchers can get many knowledges about translation and its procedure to help them research about translation and how to translate in a right way with using the translation procedure.

E. Scope and Limitation of the Study

In this research, the scope of the study is translation, and the limitation of the study is subtitling procedures used in subtitle *Up* movie.

F. Definition of Key Terms

Definition of key terms is necessary to be given, in order to avoid misunderstanding. the writer gives the definition key terms based on the title as follow :

1. Translation

Translations represent texts into other languages in ways that involve the author of the text. Newmark (1988b) mentions the difference between translation methods and translation procedures. He writes that, "while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language" (p.81).

2. Subtitling Procedures

According Gottlieb (1994, p.104) states that ‘these DVDs provide options for either vertical (same language) subtitling of use to the hearing impaired or diagonal (different language) subtitling’.

3. Movie

Movie also known as films, are a type of visual communication which uses moving pictures and sound to tell stories or teach people something.

4. *Up*

Up an animated film released in 2009 is about adventure, and presents elements of comedy and family. *Up* is also one of the best animated films.