

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A literary work is a work created by its creator for the purpose of being related to art. A literary work is intended to convey the thoughts and feelings of the creator of the literary work. With the development of an increasingly new era, almost all areas, especially those related to technology, have advanced. Literature is not so. A literary work previously created by word of mouth has evolved into a written, recorded books, and even into a movie. As literary works develop, so do translations.

Different types of translations can be found in both physical evidence and those found online. Written media such as novels, poetry, and even textbooks have been translated into different languages around the world for use by people in other parts of the world. Another translation format is subtitle to movie translation. Films can be called literary works because the creators and directors of the film have the desire and feelings they want to convey to the audience.

This time, there are a large number of translation achievements from printed media, electronic media, and online media. For example, in the written medium, we can see novels translated into many languages around the world. There are also scientific books, children's magazines and tourist magazines that are translated as needed. In electronic media, there are many advertisements for foreign products translated into the target language. Online media has many songs, fairy tales, and more translated into your target language. This is so that people in other parts of the world can get the same thing. From the above information, we can conclude that translation plays a very important role in many aspects of modern life today. Because translation is a bridge between two different languages, both of which

receive the same information, both translation from Indonesian to English. Translation, according to Larson (1998: 3), is the process of converting one language into another. To put it another way, translation studies inherently goes beyond the distinctions between various linguistic forms.

One of the translation professions encountered in today's entertainment world is film. Foreign movies have become a very interesting means of entertainment and education for the majority of Indonesians. Movies are not only a fun art form, but they are very useful because they can convey information, knowledge and learning all over the world. Dubbing and subtitling are the two main sorts of movie translations. This style of dubbed film translation is frequently employed when the final output, like the original production film, is spoken word-based. However, the Subtitle type is employed if the final product is text-based. But a number of other aspects also had a role in this decision.

Subtitling has become an appropriate means of film translation due to the large number of foreign films that have arrived in our country in a relatively short period of time. This type of dubbing is expensive and time consuming compared to subtitling. Apart from that, there are other things to consider when translating movies. It states that. Movies are a source of entertainment for the general public, especially in Indonesia. For this reason, subtitle translation is very useful for Indonesian people and they often receive the message to be conveyed. Translating from one language to another is not an easy thing. The quality of the translation can occasionally be affected by a poor translator, incorrect translation strategies, and a number of other variables.

Since there are two kinds of translations in movies, the researcher focus on movie subtitle translation as the research object of this paper. Investigating translation tactics employed in subtitling translation and their effects on translation outcomes is an intriguing part of subtitling translation that can be used as study material.

Translation strategy is, in essence, a particular behavioral model intended to solve a problem or accomplish a particular goal. A technique of assessing the quality of

the translation is required to ascertain whether utilizing translation strategies produces positive effects or not. To find out these results, there are several aspects that can become observers, such as: Accuracy, acceptability, readability. All three aspect will be the observer to find the effect of using translation strategies in target language.

According to Nababan (2012), accuracy refers to the equality of source and target text. The equivalence in question is content and text messaging equivalence. Translators must be able to take this step so that content or text messages are not omitted, added or altered. Acceptability is defined as the translation's ability to sound natural to the intended audience in light of the target language's linguistic structure and cultural context. The readability factor measures how well the translated material is understood by the intended audience.

In creating subtitles, there were many difficulties in creating data due to factors such as media and time. In comparison to translations of books and novels, the media element results in less room for text that may be viewed at the bottom of the screen Manullang (2020). The temporal factor means that subtitles must appear at the right time. In other words, subtitles need to be read in seconds, and subtitle translators need to give viewers instant understanding of the message the filmmaker is trying to convey. Translators must therefore be able to rapidly and simply read and comprehend the subtitles they translate. The subtitling process includes more than just translating messages from a source language into a target language. Translators must comprehend the context of the movie they are translating because the subtitling translation process needs to be able to bridge two separate cultures. Basically, translating subtitled text is not much different that translating plain text. However, there are factors that distinguish the two translation processes that influence the decision of which translation strategy to use.

The interpretation of movie subtitles into the target language is known as subtitle translation. Subtitle translation serves to bridge two special languages in order that the message conveyed may be nicely received. Subtitle translation strategies have

additionally advanced in order that the interpretation of the subtitles can produce accurate great. Furthermore, if the translating of subtitles isn't accurate, it may have an awful effect at the translated movie such as: not being able to enjoy the film, reducing the meaning to be conveyed, until the loss of meaning to be conveyed.

The film chosen to be discussed in this research paper is a film called *Notting Hill* which was released in 1999 and directed by Roger Michell. This film is a film adaptation of the novel of the same name which was released in 1999. This film tells the story of the romantic relationship between William Thacker and Anna Scott which is full of intrigue. The relationship between ordinary people and famous artists is an exciting topic because in their speech there are many words that have interesting meanings. This film also has its own charm. If usually people see a film because of the artist, good film graphics or so on, because this film is an old film, then the main attraction of this film is the beautiful sentences, the conversations that are exchanged between the characters. This movie has won a number of honors, including the British Comedy Award for Best Comedy Film in 1999 and the BAFTA Orange Award in 2000.

Netflix is chosen for the media streaming, because Netflix is huge streaming company. In this pandemic era, Netflix is growing every day due to the increasing number of users from this streaming media. The development of Netflix, makes what they present to the audience also increase. Starting from the UI, adding movies every day, to the use of translators that can support it to bring the feel of the audience's morning streaming, especially for users who use subtitles. The selection of Netflix as a streaming medium is expected to avoid a minimum from the use of incorrect translation strategies to poor translation quality. For this reason, accuracy, legibility and naturalness are very important in subtitle translation. Therefore, writer want analyze about translation strategies and its effect on translation quality in film *Notting Hill*.

1.2 Statement of the Problem

The research problems in this research are:

- 1) How is the accuracy and acceptability of the translation movie subtitle in the film *Notting Hill*?
- 2) What are the translation strategies that used to translate in the *Notting Hill* movie subtitle?

1.3 Purpose of the Study

The purposes in this research are:

- 1) To identify the accuracy and acceptability of the translation movie subtitle in the film *Notting Hill*
- 2) To identify the translation strategies that used to translate in the *Notting Hill* movie subtitle

1.4 Significance of the Study

1.4.1 Theoretical Significance

The results of this study can help more about translation strategies and translation quality in a film. Additionally, be aware of the connection between translation quality and strategy. The results of this investigation can also reveal details about the translation approach and caliber of the translation utilized in the adaptation of *Notting Hill*.

1.4.2 Practical Significance

This study is expected to be useful as a further resource for translation studies, particularly when analyzing how translation strategies and translation quality relate to one another.

1.5 Methodology of Study

In order to assess the translation tactics utilized in the movie *Notting Hill* and the relationship between those strategies and the film's translation quality, the researcher used a combination research method (mixed methods research),

which is combination of qualitative and quantitative research. According to Sugiyono (2014), mixed method research is research that combines quantitative and qualitative research to obtain more comprehensive, valid and objective results. This study will use quantitative research to perform calculations in determining translation quality, while descriptive qualitative methods will be used to analyze translation strategies.

This research This study employed a descriptive qualitative methodology. A descriptive method is a method of finding facts about the states, objects, states, systems of thought, or events of groups of people in the present, using appropriate interpretation (Supartini & Solihah, 2022). This research presents facts, not numbers. Qualitative research data is words and sentences, not numbers.

1.5.1 Collecting data

The research data sources in this paper are the film *Notting Hill* and *Notting Hill* script that can be searched and collected in the internet. The data used here is not the subtitle of the entire film, only a few scenes are selected based on many characters who talk, have unique words, there are scenes that are rarely selected during the film. To obtain valid data, the writer watched the film from Netflix. Netflix is chosen for the media streaming because Netflix is a big streaming company, so, it is appropriate for a company as big as Netflix to have a quality translator so that it can avoid using improper translation strategies or poor translation quality

The translation tactics employed in this film were closely observed during production. After setting up the relationship between the subtitles in the source language and the target language, the researcher moved on to the following stage. The writer starts to reduce the data after getting reliable data.

1.5.2 Reducing data

The first two sequences of the movie are where the data was collected. The collected information takes the form of English sentences with subtitles in Indonesia. From 161 data, the researcher takes 73 data, which is in the form of sentences. This reduction is done by separating the data in short utterances from the data in the form of sentences. Data in the form of short utterances is not used because this study will discuss translation strategies, for this reason subtitles must be in the form of sentences or long enough to be analyzed.

1.5.3 Analyzing data

As the data were collected, they were examined closely to determine the translation quality and strategy. start with identify the translation quality with the help from raters. Then the researcher will take translation with bad rating from the raters to be analyzing more to find the translation strategies that used in translating from English to Indonesia. And for the translation quality, the writer will use rater to find it. There are three rater that qualified to fulfil this role. And to define good or bad translation, the writer divided it into two category such as: accuracy, acceptability. And for each category, the writer will divided also into three such as: acceptable, less acceptable, unacceptable.

The rater for this study were three raters, whose task was to assess the quality of the translations in terms of accuracy and acceptability. Raters involved in this study had the following criteria:

- A) Excellent and precise commands in English and Indonesian.
- B) have knowledge and experience in the field of translation studies;
- C) have a scientific background in linguistics and knowledge of the problem being studied, especially speech acts;
- D) Likes movies or watches movies a lot

1.6 Scope and Limitations of the Study

This study focuses on analyzing the translation strategies and translation quality. Therefore, the writer use film entitled *Notting Hill* by Richard Curtis

in 1999, which last 124 minutes, and the script for the research purpose. Furthermore, this study spotlight the translation strategies that used in film *Notting Hill* and what the effect from translation strategies to the translation quality. Either it makes a good translation or bad translation. And for the limitation, the writer not use any other research material from outside the film. The writer only uses *Notting Hill* as the object and analyzed it. In this research paper, writer focus on the first two scene. These scenes were chosen so that the data obtained is sequential data. These 2 scenes are also considered sufficient to meet the research data. The writer needs to limit the problem writer by only use the translation strategies from Henrik Gottlieb (1992) such as expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, resignation.

In addition, this study examines the effect of the use of translation strategies on target language. To limit knowing of the quality of translation results, writer only limit accuracy and acceptability. Readability is not included as the data is only in the form of short utterances shorter than paragraphs. The location of the research is limited to the movie "*Notting Hill*".

1.7 The Status of the Study

Status of this study is about translation strategies and its effect on translation quality in film *Notting Hill*. Even though there are several studies conducted to analyze translation strategies and translation quality, but no one has analyzes *Notting Hill* as the data from the point of view translation strategies and its effect on using translation strategies. There are also no studies that using translation strategies by Henrik Gottlieb to analyze in this movie. No one ever conducted this study in other university or even in internet. This study uses a work structure similar to previous research, Wahyuni (2014) entitled "Analisis Teknik Penerjemahan Tindak Tutur Direktif Direktif Dalam Film *Alice Wonderland* Dan Pengaruhnya Terhadap Kualitas Terjemahan".

1.8 Organization of the Study

In this section, the researcher will divide into four sections according to the sections in this study. Starting from the introduction, linguistic review, analysis and discussion, and the last part is the conclusion and suggestion.

1.8.1 Chapter I – Introduction

In this chapter, the researcher include the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the research methodology, the scope and limitations of the study, the status of the study, and the organization of the study.

1.8.2 Chapter II – Linguistic Review

In this chapter, the writer included types of analysis. All of the theories that used in this study, be discussed in this chapter.

1.8.3 Chapter III – Analysis and Discussion

In this chapter, data that already have been analyzes be presented based on the research object. In this chapter there are two main points that be discussed. The first one analyze the translation strategies that been used in this film, and the second one is the effect from translation strategies to translation quality.

1.8.4 Chapter IV – Conclusion and Suggestion

In this chapter, the writer makes a conclusion from the analysis. The writer also included the suggestion to help and be a reference for the reader or writer who interested in translation strategies or translation quality.