

## CHAPTER I

### INTRODUCTION

This chapter presents the introduction of the research. It involves the background of the research, statement of problem, research objective, research significance, and definition of key terms.

#### **1.1 Background of the Research**

Every country has its own language, and sometimes people face difficulties in communicating in different language. Sometimes it became the problem in two ways communication and to solve this problem there is a translation. Translation is a way to transfer information from one language to another language or we can also call it source language to target language. According to Catford in Suryawinata and Hariyanto, "Translation is the replacement of textual material in one language by equivalent textual material in another language." (2003:11). Meanwhile, according to Brislin,

"Translation is the general term referring to the transfer of thoughts and ideas from one language (source) to another (target), whether the languages are in written or oral form; whether the languages have established orthographies or do not have such standardization or whether one or both languages is based on signs, as with signs languages of the deaf." (Brislin in Choliludin, 2009:18).

The purpose of translation is to help people to understand the meaning of the other languages, and to deliver the information so they can communicate or understand each other. According to Wardaugh, “Language is one of the most important things in human’s life. Language is a system of arbitrary vocal symbols used for human communication (in Alwashilah, 1993 : 85). By language we can communicate with another people. Not only communicate in the same city or country but with all of the people around the world we definitely communicate by language. Spolsky (1998: 3) stated “ one of the principal uses language is to communicate meaning”. Sapir Bassnett claimed that language is medium of expression. So that language is very important for people to communicate each other and translation is needed to bridge the communication in different languages.

One of many kinds of translations which often found is audiovisual translation (AVT) in Movie. Movie is a product of art work that is watched by many people in different countries and different language. The movie has to be understood, enjoyed by the viewers. However the fact shows, not all of the people can understand English very well. For that case, translation is needed.

There are two major types of movie translation. There are dubbing and subtitling. Dries (1995 cited in Szarkowska 2005) states that dubbing “refers to the method in which foreign dialogue is adjusted to the mouth and movement of the actor/actress in the film and thus makes it familiar to the target audience.” As for subtitling, it refers to translation of the film dialogue

in text and it usually appeared in the bottom of the screen. Both of them have a same purpose that to make the audience understand and can enjoy the whole movie by listening or by reading the text in target language.

In case of translating subtitle, the translator must be very smart to choose the technique of translation. It is because a good translation is translated by a good technique of translation. By using proper procedure in translating, it will make good effect and make the viewers of that movie understand and enjoy the movie. According to Newmark (1988) “translation procedures are used for sentence and the smaller units of language”. In order to get the best translation, the translator can use some different procedures in translating. There are several kind of translation procedures that are suggested by some experts such as Newmark (1988), Vinay and Darbelnet (2000) and Catford. Among them are literal, couplet, transference, through-translation, paraphrase, transposition, modulation, reduction and expansion, etc.

This study focuses on identifying and classifying the application of translation procedures and the most dominant of translation procedure used by the translator in translating subtitle of the movie which is entitle LOL.

LOL is a 2012 American coming of age comedy-drama-romance film directed by Lisa Azuelos, written by Azuelos and Kamir Ainouz. The film is a remake of the 2008 French film LOL (Laughing Out Loud). It stars Miley Cyrus, Demi Moore, Ashley Greene and Adam Sevani. It was filmed in 2010 but released by Lionsgate two years later, in the United States

on May 4, 2012, as a limited release in 105 theaters without promotion. Before its release in the US, LOL was released in India and Singapore. The film was only released in 24 countries.

There are some researchers that use movie as the object of their research. They are Maryun (2012) and Iqbal (2009). Maryun focuses her study on procedure in translating vocative expression. This research result is the most dominant procedure used for translating all vocative expressions were paraphrase procedure with 58 or (36%) expression and Literal and synonym procedures were in the second position after with 25 (15%) expression. The third procedures were reduction with 23 (14%) expression. The next procedures were expansion with 8 expressions (5%). It was followed by Modulation with 7 expression (4%), Cultural equivalence with 6 (4%) expression, transference with 5 (3%) Compensation with 4 (3%) expression and the last procedure is Couplet with 3 expressions (1%). Meanwhile, Iqbal focuses his study on translating idiomatic expression. This research result shows that types of idioms mostly used in the film entitled Tropic Thunder are slang (43%), figures of speech (18%), English phrasal compounds (17%), substitute (13%), proper names (7%), and abbreviation (2%). The result of this research also indicates that several methods were applied in translating the idiomatic expressions: communicative translation (32%), literal translation (28%), semantic translation (27%), and faithful translation (13%).

Based on the research above, there are differences between this research and the research above. The research by Maryun (2012) is analyzing the procedure in translating vocative expression in Harry Potter's movie and classifying the rank of most translation procedure used and the research by Iqbal (2009) is focusing in idiomatic expression and translation method in translation idiomatic expression. However, in this research, the researcher will classify the translation procedures in translating a systematic sample of the conversation in this movie. The researcher will also find out the most dominant translation procedures used in translating a subtitle of LOL movie.

## 1.2 Statement of Problem

In order to reach the purpose of the research, the writer decides the problem that will be investigated. According to Arikunto, "to enable the research to be conducted appropriately, a writer should formulate the problem as clearly as possible". (19) And based on the problem above the research questions are :

1. What translation procedures are found in the subtitle of *LOL*?
2. What is the most dominant translation procedure that the translator used in translating subtitle of *LOL*?

### 1.3 Purpose of the Research

According to the research questions above, it will be identified several purposes below which are:

1. To find out the translation procedures which are used in translating LOL movie subtitle.
2. To find out the most dominant translation procedures that the translator used in translating subtitle of LOL.

### 1.4 Significance of the Research

1. To Increase the knowledge for the writer and the reader
2. To provide new input and ideas to professional translation in translating text especially in the movie subtitle.
3. To enhance translation skills in subtitling filed, especially in the process of choosing the best translation procedure.

### 1.5 Clarification of Key Terms

1. Translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1988)
2. Analysis is the detailed study or examination of something in order to understand more about it (Hornby, 2005).

3. Procedure is a way of doing something, especially the usual or correct way (Hornby, 2005).
4. Subtitle is words that translate what is said in a film or movie into a different language and appear on the screen at the bottom. Subtitles are also used, especially on television, to help deaf people (Hornby, 2005).
5. Subtitling is a (1) written, (2) additive (new verbal material is added in the form of subtitle), (3) immediate, (4) synchronous, and (5) polyhedral (at least two channels are employed) form of translation (Gottlieb, in Jaskanen, 1999).
6. Audiovisual translation (AVT) is a term used here to cover subtitling and dubbing as well as the wide variety of translational activity they entail, is undoubtedly one of the commonest forms of translation encountered in everyday life in contemporary societies (Jaskanen, 1999).