CHAPTER I

INTRODUCTION

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

1.1 Background of Study

Translation is an activity which is very important in daily life of human being. Translation helps to connect the communication of the people that have different language. This is an activity whose main concern is to facilities the communication process. The activity of translation does not only occur in the printed media such as books, magazines, newspaper, but also in the electronic media such as television, radio, and mobile phone. Nowadays, translation in the electronic media or in the motion picture is getting more and more popular. One of them is in the movie or film.

English is one of the international languages that used by many people in the world and in many areas of everyday life. Therefore, most of movies are released in English. In order to understand or enjoy the movies, some non-native English speakers usually need to translate them into their language. By translating, people will happily enjoy the movies they are watching. In relation to the translation of the movie, there are two major types of film translation: dubbing and subtitling (Gotlieb in Artian 2012). Each of them is related to the original text. In addition (Gotlieb in Artian 2012) stated that "dubbing is known as a method that replaced foreign-language dialogue by domestic-language

dialogue which makes it familiar to the target audiences." Its aim is to make the audiences feel as if they were really listening to the actors while they are speaking by using the target language. On the other hand, subtitling is a process of supplying a translation of the spoken dialogues in the source language into the target language in the form of synchronized captions, usually at the bottom of the screen.

In rendering a text, the forms of the source language have to be replaced by the forms of the target language and the meaning must be equivalent. As stated by Nida and Taber (1964) that in translating the message, the meaning should be closely natural and equivalent. In other words, when translating any words or phrases of a sentence, the meaning should be equivalent.

Technically, a translator has to know the equivalence and the shift of meaning in translating the source language to the target one. Translation peers always encounter different changes in equivalence within different language levels ranging from physical forms into meaning. Catford (1988: 20) defined translation as the replacement of textual material in the other language (TL). Bell (1991:20) defines the phenomenon as "the replacement of a representation of a text in one language by a representation of an equivalent text in a second language." Baker (1998:77) defined equivalence as the relationship between a source text (ST) and a target text (TT) that has allowed the TT to be considered as a translation of the ST in the first place.

From what the experts' statement above, I can say that equivalence is the most important element in the process of translation. This is in accordance with

what Catford stated that "equivalence is the central concept of translation which shifted the focus of translation theory away from the traditional dichotomy of 'faithful' or 'free' to a presupposed inter-lingual tertium comparison" (Snell – Hornby, 1988:15). Catford further pointed out that "the central problem of translation practice is that of finding TL equivalents, a central task of translation theory is that of defining the nature and conditions of translation equivalence" (Snell – Hornby, 1988: 15).

The subject of the research is the equivalence and shift in Indonesian translation of English noun phrases. This research tries to find out the equivalence and shifts in form and meaning in Indonesian translation of English noun phrases. This is because the core of equivalence and shifts are in the form and meaning. Besides, equivalence focuses on cases where languages describe the same situation by different structure. Whereas, when the form in Source Language, has a new form or different form from the Target Language, it is called shifts Popovic (1970: 78 as cited in Gantzeler 1993: 86). Therefore, the writer would like to compare the translation of English noun phrases into Indonesian in order to find the equivalence and shifts in form and meaning.

The reason why this topic is interesting to be discussed because in reading a book, novel or other sources of data, we can find noun phrases, but many people are confused in differentiating the word order in head words of Indonesian and the English noun phrases. This is because Indonesian and English head words are not the same; it means that in Indonesian noun phrases, the head word is head-initial position, while in English the head word is head-final

position. Therefore, the core of the phrase is head word, which is used to determine the meaning in the word class (Booij 2007: 53).

This research is important to be carried out because it is difficult for Indonesian student to translate the English noun phrase into Indonesian (Retnomurti, 2007: 2), since the position of head word in word order of both languages are different. Therefore, they often make mistakes because they translate word by word or literal translation. In translation, they use Indonesian word order if they translate in English. By means of that reason, this research may help students to understand the sentences by identifying word order and its marker in noun phrases.

Based on the explanation above, the researcher is interested in analyzing the equivalence and shift in the Indonesian translation of English noun phrases of movie subtitle. The movie entitled *Wall E* is the movie that writer chooses as the object of the research.

The studies of equivalence and shift in the translation have been previously conducted at least by two researchers, i.e. Retnomurti and Arfanti. Retnomurti (2007) attempted to identify the translation procedure of Indonesian Noun Phrases into English then to describe the types of equivalence and shift in the English translation of Indonesian Noun phrases. To find out the answer to the problems of her study, she used a qualitative descriptive method. The Indonesian novel as Source Language (SL) "Ronggeng Dukuh Paruk" by Ahmad Tohari and its English translation (TL) "The Dancer" that was translated by Rene T. A Lysloff, as a source of the data. She classifies the data into two main categories;

the equivalence and shift. The equivalence is subcategorized into Textual equivalence: SL subject-NP is translated into TL subject-NP; SL predicate-NP is translated into TL predicate-NP; SL object-NP is translated into TL object-NP, Linguistic equivalence: SL plural-NP is translated into TL plural-NP; SL singular-NP is translated into TL singular-NP, and Dynamic equivalence. She also finds three categories of shift, Structure shift in word order: SL head word initial is translated into TL head word final, Unit shift: SL phrase is translated into TL word; SL phrase is translated into TL compound word; SL phrase is translated into TL three words, and Intra system shift: SL phrases have no determiner is translated into TL phrases may have a determiner. The result of her research shows that the shift occurs more than the equivalence, with the percentage of 58% shift, and the equivalence with the percentage of 42 %. In this research the researcher wants to study the different scope of the equivalence and shift in the translation of noun phrases. This present study is not the same as that of Retnomurti. This study attempts to compare the translation procedures between the equivalence and the shift and focuses on the equivalent and the shift in the Indonesian Translation of English noun phrases that are found in the subtitling movie "Wall-E". Besides, Retnomurti placed Indonesian as a source language and English as a target language however this study takes English as a source language and Indonesian as a target language. Different with Retnomurti research, Arfanti (2010) has analyzed the equivalent and the shift of meaning in the translation of Indonesian into English in the cover stories of *Tempo Magazines*. She attempted to describe the form of translation in the cover story

columns of TEMPO magazine and to elaborate the translation process then to explain equivalence and shift of meaning in the translation expressed by the editor in TEMPO magazine using translation method. To find out the answer to the problems of her study, she used descriptive qualitative research which is used for seeking, collecting, classifying, analyzing data and then drawing conclusions. The data are texts in Indonesian (source language) and English (target language) in Tempo magazine, especially the cover story column. Arfanti took 120 samplings as data from three issues of TEMPO magazine in both Indonesian and English versions published March 7th 2010, March 14th 2010 and June 20th 2010 for the Indonesian versions, March 9th 2010, March 16th 2010 and June 22th 2010 for the English versions. She found that in the use of the equivalence and shift in the translation of Indonesian into English in the Tempo magazines being analyzed, forms of equivalence are more dominant than forms of shift: 73% versus 27%. This study has different focus from what Afrianti find out in her research. Afrianti's research focus on the equivalence and the shift of meaning in general, however the writer's study focus only on the equivalence and shift in the Indonesian translation of English noun phrases that are found in the movie subtitle *Wall E.*

1.2 Statement of Problem

Many problems can be analyzed in translation of film subtitle, such as the problem how to translate the subtitle, what is the translation method or strategies that used in subtitle translating, or how to translate the explicit and implicit meaning of subtitle translation. And also, for example many problems can be

analyzed in the equivalence and the shift such as how the equivalence and the shift of meaning in the translation process and result. In this research the researcher focus on the equivalence and the shift in the Indonesian translation of English noun phrases. The problem is formulated in the following problem questions.

1. What are the types of equivalence in Indonesian translation of English Noun Phrases?

2. What are the types of shift in Indonesian translation of English Noun Phrases?

1.3 Research Objective

1. To describe the types of equivalence in Indonesian translation of English Noun Phrases.

2. To describe the types of shift in Indonesian translation of English Noun Phrases.

1.4 Research Significance

This study is expected to give academicals and practical contribution. The significances of this research are:

1. Academically, this research is expected to improving the quality of translation and enriching the findings of previous research.

2. Practically, this research has a function as a practical guidance for students to enhance their translation skills in the subtitling field, especially in process of choosing appropriate translation method or

procedure in translating English noun phrases that could make the translation result become equivalence. Besides, the findings of the study are also expected to give practical contribution to other researchers who interest to conduct further study about noun phrases whose scopes are different from this present study, such as the form, position, and the meanings of noun phrases or about the equivalence and the shift of the other kinds of clause, modals, compounding, etc.

1.5 Definition of Key Terms

To avoid misunderstanding in this chapter, the writer has clarified the terms below:

1. Translation is transferring the meaning of the source language (SL) into the receptor language (Larson 1984:3).

2. Analysis is process of breaking down a subject and studying it or examination (Babylon translation 2012). The meaning given to analysis in this research is the way of the researcher analyzes the subtitle using steps proposed by Creswell (2008).

3. Subtitle is a printed statement of fragment of dialogue appearing on the scene between the scenes of silent motion picture or appearing as a translation at the bottom of the screen during the scenes of a motion picture or television show in foreign language (The Merriam-Webster Dictionary 2012)

4. Equivalence refers to cases where languages describe the same situation by different stylistic or structural means (Vinay and Darbelnet as cited in Munday, 2001, p. 58)

5. A shift (in Catford's term) or transposition (in Vinay and Darbelnet's term) is a translation procedure involving a change in the grammar from source language to target one.

6. A phrase is a group of words which has no subject (Tallerman, 1998, p. 90).