# CHAPTER I

# INTRODUCTION

This chapter concerned with the background to conduct this research. This includes the background of research, statement of the problem, research objective, research significance, conceptual framework and previous study.

## A. Background of Research

A large number of languages are spread throughout the countries and make them a vital communication tool that encourages people to learn a language. Language is a system of an arbitrary vocal symbol used for human communication. Communication takes two participants involved, the tool used is language and the information conveyed (Chaer, 2014). Communication impeded in the absence of a participant. However, although all of the participants are present, and communication is not properly functioning, it will become an obstacle, so there is no information convey. In this case, the obstacle intended is the lack of language ability, when two participants used different language to communicate. For instance, the reader knows Indonesian only, while the book reads is in English. Absolutely, the information is not understood by the reader.

Therefore, many have competed in mastering languages because people need help to make excellent communication between among languages. However, it is not only happened in formal or informal communication. It happened when people are doing daily activities, including watch a movie. Movie has become the primary concern in human's life. Media communication in audio-visual features, also called motion picture is consumed by many circles regardless of the majority. Movie called communication is because conveys various kind of messages, whether entertainment, education, history or technology (UKEssays, 2018). However, the best quality movie tends to use English in its conversation. As a matter of fact, the majority of people in this world do not primarily use English as their language, so

that the movie will have no meaning because non-native speaker will consider it as a foreign movie. It is difficult to understand the information transmitted for those who are not English speakers.

Based on the above elaboration, translation begins to play a significant role. People who do not understand English are looking for a translation. As Catford (1965:19) said, "translation is the replacement of a text in one language by its equivalent in another language". In an easy word, translation is an activity transferring one language to another. Translator is a person who creditable in translation discipline. Their works seem easy, but substantiality not every person can do such that thing. People who skilled in two languages or even more than two are minority, furthermore if they skilled both culture adapted. Thing to be note is that two different countries must have the different structure and culture. When communicate each other between the reader whose mother tongue is not the same particularly when that person does not understand the language, translator must find a way to get the message as clear as possible. It is related to the cultural term or knowledge the translator must have. Therefore, a translator has a significant role in this matter as a bridge of information. Through translation, human behaviours, beliefs, thoughts, means, and even ideologies may be utterly changed in a certain way depending on the language used and the culture adapted.

Ascertain the result of translation might change the culture, the translator must pay awareness to the details of culture that the target language possesses. There is a term of ideology tendency in translation. Ideology in translation is the principle of right or wrong, which means what kind of translation trusted by the readers (Hoed, 2016: 85).

Schleiermacher argued that there are two types of ideologies tendency, domestication and foreignisation (Venuti, 1995: 20). Domesticating translation is an ideology that has target language as preference and foreignising translation is an ideology that has source language as preference. Those two ideologies explained could be the pivotal problem in translation, it happened because ideology is the translator's orientation which will affect the entire contents translated. Two different

cultures might cause more severe complication for the translator. Sometimes it will not be easy to understand the movie even though it has been translated, this is related to the ideology mentioned above. If the translator rule out the ideology, misunderstanding will take part. For instance, the horn in Moses's head is because a careless translation by Saint Jerome. He confused with the Hebrew word 'queren' means horn and 'quaran' means radiate. Therefore, ideology requires attention form the translator.

Relating to the motion picture translation, According to Diaz-Cintaz (1999: 32), there are three ways to translate a foreign movie, dubbing or synchronization, subtitling, and simultaneous interpreting. However, only the first two commonly used to translate a movie. Dries (1995) stated that dubbing is a process covering the original voice in the movie and be replaced by another voice, while subtitling is a process giving caption synchronized by audio-visual. Subtitle is one of many products produce by translator. Movie that has not been translated will be giving a subtitle to get the understanding for foreign speaker, in this case is non-English speaker. Subtitle represent the whole conversation in the movie, liability of cultural term is exist in the subtitle, because this word tend to appear in various kinds of text.

Apart from that, some people could not deny the fact that something free is a pleasure. They are attempting to find free movies without having to pay a charge or go to the movies and movies on illegal sites are western products wherein the conversation used English. Those reasons are triggered numerous freelance translators to translate free movies since legal films like the cinema do not disseminate the original subtitle translation.

Pein Akatsuki, Lebah Ganteng, Kakek Salto, Rizal Adam, Sang Pangeran and so other are the freelance translators whose specialty in subtitle. Freelance is a job when a person offers its services for a fee and normally has no prospect of a permanent client and permanent contract with a company. However, the working relationship could be ongoing (Duermyer, 2019).  In this case, freelance translators could do the translation from anywhere and whenever they want, because the major

point is they can complete the translation according to the time agreed with the client.

All the translators mentioned above have their style and characteristic in translating movies. Although the purpose that they want to convey is the same, the diction they use is different. That matter happened because the translators have a piece of diverse knowledge and background. Many research used Lebah Ganteng and Pein Akatsuki subtitles as the object to analyse, both of them are blockbusting. However, there is also Rizal Adam who considered has perfect accuracy of translation (Kurniawan, 2014).

*Black Panther* is one of many great movies that has been release in many countries (IMDb, 2018), therefore this movie subtitle has been translated by many translators. This movie is somewhat unique because the language used South African English in Xhosa accent. A brief conversation where the main character uses the Xhosa language also appears in this movie. Although this film is fiction, the language used is the official language of South Africa. Therefore, the researcher chose this movie as an object because of its unique.

This research is taking comparative analysis. The researcher tried to compare the result of two translations by Lebah Ganteng and Rizal Adam. Apparently, there are differences in terms of diction and style when the researcher watch the movie. For instance, the words 'the **Panther** Goddess Bast', Lebah translated into '*Dewi **Panther** Bast'* while Rizal translated into '*Dewi **Macan Kumbang** Bast'*. The problem mentioned is unique to analyse, both Rizal and Lebah chose different translation technique. Rizal used adaptation technique of translation, while Lebah used pure borrowing. In the terms of ideology by taking the technique of translation used to translate 'Panther', Lebah has foreignising as preference while Rizal has domestication as preference. Therefore, the researcher chose Lebah Ganteng and Rizal Adam as the translators to analyse because both of them have accomplished and had much experience in translation business.

Based on the description above, the researcher interested to analyse movie subtitle by using technique of translation. This research is also added the comparative study to find out the ideology tendency possesses by two freelance translators, Lebah Ganteng and Rizal Adam which have not conducted before. Comparative study is the study used to examine, compare and contrast subject or ideas, this study usually shows how two subject are similar or different (Bukhari, 2011). The researcher believes that Lebah and Rizal have a different style in translating and want to know more the different techniques of translation used by those translators to identify ideology tendency in translation.

## B. Statement of Problem

Many of freelance translators will produce different translation results because each translator has different knowledge and different technique when they translate a text, this is related to the importance of the ideology tendency of translator in the previous section as the technique will give an impact towards the ideology tendency. Therefore, there are two main problems to cope with this study. Those problems are as follows:

1. How are the differences and similarities of translation techniques employed by Lebah Ganteng and Rizal Adam in the *Black Panther* movie subtitle?
2. What does the ideology tendency of Lebah Ganteng and Rizal Adam possesses toward the dominant techniques of translation used in the *Black Panther* movie subtitle?

## C. Research Objective

Based on the statement of problem above, the researcher has several aims to be reached, the aims of this study are:

1. To find out the differences and similarities of translation techniques employed by Lebah Ganteng and Rizal Adam in the *Black Panther* movie subtitle.

2. To analyse the ideology tendency of Lebah Ganteng and Rizal Adam possesses toward the dominant techniques of translation used in the *Black Panther* movie subtitle.

## D. Research Significance

The research results expected to be useful, contribute and bring some benefits for both theoretical and practical advantages.

### 1. Theoretical Significance

The research of this study is expected to provide information about ideology tendency and techniques of translation in the text, also to contribute more and enrich the comprehension in understanding ideology tendency and techniques of translation used by translator in translating movie subtitle.

### 2. Practical Significance

a. Readers

This research could be one of references material for the reader in particular for beginner translators to provide and enhance understanding of ideology tendency and technique of translation to handle problem exist.

b. English Department

This research support the development of the subject dealing with translation, particularly with ideology tendency and technique of translation. Also for the student of English Department, this study expected to contribute and provide wider knowledge about translation.

c. Other researcher

This research could encourage other researcher to conduct the same study. Moreover, it could be used as a reference who have the same in interest research in the same field.

## E. Conceptual Framework

In performing the analyisis, the researcher needs some theories proposed by some experts. In this research, the theory of translation from Catford (1965:19) is adopted. He assumed that the translation intended for a text or a discourse, where the text is changed to target language with the same equivalent as the source language. The message conveyed must be adequate to the meaning in the target language.

This research is aimed to analyse the differences and similarities technique of translation and the ideology tendency used by two freelance translators; Rizal Adam and Lebah Ganteng to translate the movie subtitle. The ideology tendency becomes the main point in this research because this research involves the preference of the translator–foreignising translation and domesticating translation.

There are specific theories used in this research as frameworks. The theories are used as the reference to analysing the data. The first framework in this research is comparing the differences and similaritie techniques of translation in translating the same data. Technique of translation is a choice made by translators in overcoming problems in the micro-unit that could be seen by comparing the results of the translation by both translators with the original text. The researcher agrees with this definition; the definition above also shows that the characteristic of the technique of translation is lying on the micro-unit such as words, phrases and sentences. In this research, the researcher used Molina and Albir's (1981:80-82) translation techniques theory to compare the technique of translation in translating *Black Panther* movie subtitle from English into Bahasa Indonesia.

The second framework is analysing the ideology tendency possesses by freelance translator toward the dominant techniques of translation that has been found in translating *Black Panther* movie subtitle from English into Bahasa Indonesia. The researcher adopted Venuti's (1995: 20) theory about ideology tendency; he classified this into two, foreignisation and domestication.

The researcher will limit this study to find out the technique of translation used by Rizal Adam and Lebah Ganteng. In order to give a comprehensive

understanding of the ideology tendency, the researcher using the cultural terms adopted by Espindola and Vasconcellos as the limitation. The researcher believes that cultural terms is enough to represent the aggregate data.

The first step that the researcher takes to conduct this analysis is to closely watch the movie with both the English subtitle and Bahasa Indonesia. Then, the researcher can identify the sample which categories include cultural terms by watching and reading the movie subtitle. The researcher also collects the translation in Bahasa Indonesia and analyses the technique of translation used, then classified the technique into two, which is included in foreignising and domesticating for analysing the ideology tendency.

This conceptual framework outline by the researcher will be described in the form of this following figure to facilitate the readers.
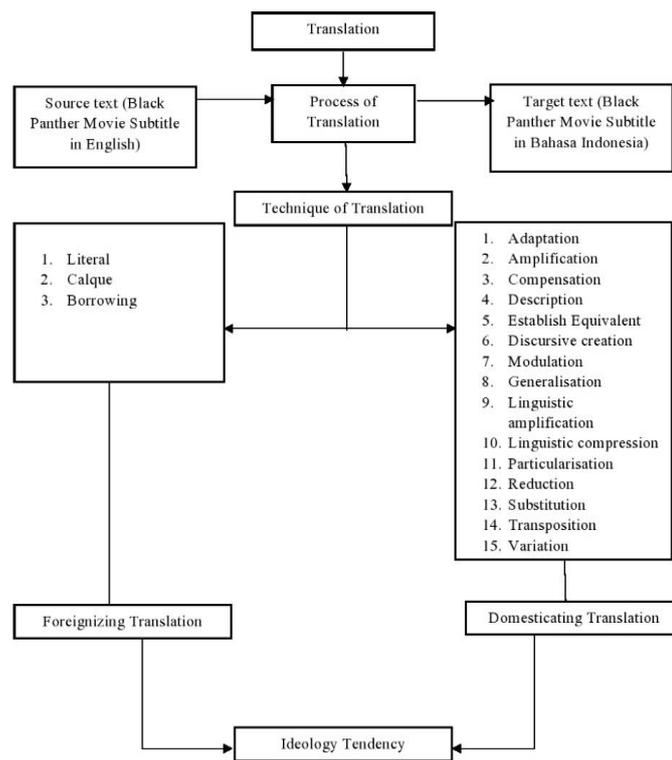


Figure 1.1 Conceptual Framework Diagram

## F.   Previous Study

There are some previous studies related to the ideology in translation. The first study was written by Santika (2018), an undergraduate thesis entitled "Direct Speech Method and Ideology of Translation Khaled Hosseini's Novel "The Kite Runner". The aim of this study examined the translation methods and ideology employed in translating direct speech. This study using method of translation adopted by Newmark to find out the ideology of translation. The researcher of this study adopted theory of the ideology translation by Venuti (1995); foreignisation and domestication. There are eight method of translations divided into two perspective, four methods is emphasized on the source language and another four is emphasized on the target language.

This study took 90 data of direct speech and found seven method used by the translator. The finding of this research is the author of The Kite Runner" is oriented into foreignisation. As it shows in terms of linguistic and culture, there are 52 methods for linguistic purposes that focus on the source language. The cultural aspect refers to the cultural terms which do not have an equal significance, although in the target language they have an appropriate meaning.

The second study was written by Ria Puji Lestari (2019), an undergraduate thesis entitled "Foreignisation and domestication translation of Indonesian cultural expressions in Mochtar Lubis's sendja di Djakarta in claire holt's twilight in Djakarta". This study examined the cultural expression and the procedure of foreignisation and domestication strategies to translate the cultural expression. The researcher of this study using theory by Newmark as the primary theory about the cultural expression and the strategy of translation.

This study found 154 data which included in cultural expression into nine categories, social organization, social culture, toponym, material culture, anthroponym, ecology, sayings and idioms, measuring system, and gestures and habits. The result of this study is the author use foreignisation strategy in translating 92 data of cultural expression and domestication strategy in translating 62 data of cultural expression.

The third study was written by Hari Ratih Fitriyani (2013), an undergraduate thesis entitle "Foreignization and Domestication of Indonesian Culturally-Bound Expression of Pramodya Ananta Toer's Bumi Manusia in Max Lane's This Earth of Mankind". This study examined the technique of translation, ideology of translation and the degree of meaning equivalence of cultural-bound expression. The researcher of this study adopted nine categories of cultural bound adopted by Espindola, Newmark, and Zare Behtash; ecology, material culture, social culture, organization, gesture and habits, toponym, anthrophonym, fictional character, sayings, metaphors and idioms. The finding of this research are foreignising technique is dominant and meaning equivalence is 93% translated.