

## **CHAPTER I**

### **INTRODUCTION**

This part presents the introduction. It covers background of the study, research question, definition of the key terms, objective of the study, significances of the study, and organization of the thesis.

#### **A. Background of the Study**

Nowdays, industry of film has been an extremely popular media to gather the viewer. It is not only about movies produced by a good quality but also the translation of movies to understand the contex. Movie produced not only from our country but also from different country, so this becomes problem to viewers who can understand the foreign language. Viewer will enjoy wacthing a movie if they know the meaning of what are spoken by the actor and actrees. Then, if they do not understand about the foreign language, they will see the dialog in bottom screen as so called subtitle. So, viewer can understand the meaning of foreign movie by reading the subtitle text on the bottom screen without ambiguous and hard thingking.

Karamitraoglou in Kosasih (2000: 5) defines, “Subtitling as translation of the spoken (written) source text of an audio visual product into a written target text which is added on to the images of the original product at the bottom of the screen”.

Considering the function of subtitling in conveying certain information to the readers, it can be seen that subtitling is not an easy

task because it deals with transferring thought and ideas that have to be conveyed accurately so that the contents of the message or information are understandable for the target readers. That is why the important thing for a subtitler is to find the best way to make the subtitling accurate, acceptable, and readable. Another thing which makes subtitling become a complex task because subtitling always involves two languages, the source and the target language which of course.

Source text and target text should match one another in function, if the source text and target text differs substantially on situational features, then they are not functionally equivalent, and the translation is not in high quality. Subtitle is movie script that translated into target language. It contains sentences, phrases, clauses, and words.

The movie that the writer will observe and analyze is *Annabelle* movie. *Annabelle Creation* is a 2017 American supernatural horror movie, directed by David F. Sandberg and written by Gary Dauberman. This film is a continuation of the *Annabelle's* movie 2014 and the fourth of movie *The Conjuring* series. The main characters in this movie are Stephanie Sigman, Miranda Otto and Lulu Wilson. The movie released on August 11, 2017.

In this research, the writer is interested in analyzing the subtitling of *Annabelle* movie. For example:

Source Language (SL): *Your rooms are upstairs.*

Target Language (TL): *Kamar anak - anak di atas*

The utterance above translated using paraphrase strategy to translate the utterance from the source language into target language. The Source language *your rooms are upstairs* has literal meaning *kamar-kamarmu ada diatas*. Instead, this meaning is not congruent with the context of situation on the scene. The translator to make the meaning in the target language congruent with the source language uses paraphrase strategy. Therefore, here the source language *your rooms are upstairs* is translated become *kamar anak-anak ada di atas*.

It is suitable with the context from the scene, because in the scene Mr. Mullins asked nuns with the children's to sleep upstairs so Mr. Mullin said like that.

Therefore, the meaning and the purpose from the source language into the target language do not change. For example:

Source Language (SL): *You coming, Jan?*

Target Language (TL): *Kau ikut juga, Jan?*

The source language *you coming, Jan?* is translated using imitation strategy into the target language *kau ikut juga, Jan?* In this utterance the word, Jan is the name of person. Janice is the one of main character in this movie. She is orphan who get a chance to occupy a new orphanage with sister Charlotte and another girl in Mr. Mullin's house. Subtitling preserves the original text both aurally, while adding an extra layer of information.

This movie was translated into Indonesian by Teguh Eka Purwanto Rahardjo. He is called as Abhimanyu. He has social media, such as instagram @abhimanyu\_86, twitter Abhimanyu\_86 and website <http://subscene.com/u/994414/html>. It is used to share the subtitle in some languages. Many viewers search about his life because he translates the *Annabelle* movie and makes Indonesian viewers understand about the story but no body knows about it. Therefore, the viewers only know about the name and website to download the subtitle.

Subtitling will get the viewer easier to understand the content of information in foreign language such as English especially for someone who does not master English.

The writer wants to analyze the types of subtitling strategies found in the *Annabelle* movie. The writer chooses this movie because it is an interesting for horror lovers' movie.

Based on the phenomenon above, the writer is interested in conducting the analysis of subtitling of *Annabelle* movie by choosing the study entitled, "Subtitling Analysis of Gary Dauberman's *Annabelle* Movie Translated by Teguh Eka Purwanto Rahardjo".

## **B. Research Question**

Based on the statements mentioned in the background of the study, the writer formulates the research question: "Which strategies mostly occur in the subtitling *Annabelle* movie?"

### **C. Definition of Key Terms**

To give clearly description and avoid misunderstanding or misperception, the key terms are used in this study they are as follows:

#### **1. Translation**

Pinhhuck in Suryawinata (1977: 38) defines that translation is a process of finding a TL an equivalent for an SL utterance. The concept about the equivalents is interesting to understanding because each translator has his own concept. The writer focuses on target language from movie script in *Annabelle* movie.

#### **2. Subtitling**

According to Shuttleworth and Cowie (1997: 161), subtitling as the process of providing synchronized captions for film and television dialogue. The writer focuses on the process subtitling strategy compose by Gottlieb.

#### **3. *Annabelle's* Movie**

*Annabelle* Creation is a 2017 American supernatural horror movie, directed by David F. Sandberg and written by Gary Dauberman. This movie released on August 11, 2017. It is a continuation of the movie *Annabelle* 2014 and the fourth film of movie *The Conjuring* series.

#### **D. Objective of the Study**

The question purposes by which the writer wants to find out as the answer to the problem “To analyze the mostly used subtitling procedures to translate script of *Annabelle* movie into Indonesian.”

#### **E. Significances of the Study**

This study is expected to be able to offer useful contribution in three aspects of education, as follows:

##### 1. Theoretically

This study will be useful as a reference for the next researcher as previous study who conducts this kind of research, especially who wants to study about translation and subtitling.

##### 2. Practically

It tells the advantages of the study for the writer and the reader.

###### a. The Writer

The result of this study is expect to help the writer to improve translation skill and give a new insight into the subtitling strategies.

###### b. The Readers

The result of this study is expect give descriptions of subtitling strategies and contribute the understanding about the subtitling strategies, which help reveal the underlying logic of translation process.

### 3. Pedagogically

It tells the advantages of the study for the students and English teacher.

#### a. The Students

The outcome of this study is expect to be useful for the students to show the useful of subtiling that can help reveal the translation and give contribution to understand and give the new information about subtitling. By knowing the subtitling strategies they can enjoy watching the movie.

#### b. The English Teachers

The result of this study is expect to be useful to give a guideline for the teachers to improve the students' knowledge of translation skill when they teach common cases of translation.

### **F. Organization of the Thesis**

This thesis is divided into five chapters. Chapter one covers introduction which contains the background of the study, research question, definition of the key terms, objective of the study, significances of the study, and organization of the thesis. Chapter two is review of related literature that contains theoretical study, previous studies, and theoretical framework. Chapter three is method of investigation that contains research design, the source of data, technique of data collection, and technique of data analysis. Chapter

four is findings and interpretation. Chapter five is the conclusion and suggestions.