CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In this age of globalization and digitalization, media are considered as one of the main tools in entertainment and education. As stated in the Oxford Advanced Learner's Dictionary, media is "the main ways that large numbers of people receive information and entertainment that is television, radio, newspapers and the internet" (p. 922). The development of media nowadays is certainly growing well. As for entertainments, the results of this rapid growth are great amount of movies, animations, series and documentaries which have been produced and distributed around the world. Importantly, animation is one kind of entertainment which is loved by all categories of viewers, regardless of age.

Animation production companies such as Disney and Pixar produced more than one animation movie every year. The animation produced by those companies is called as full animation. Shamus (1990) refers to full animation as the process of producing high-quality traditionally animated movies that regularly use detailed drawings and plausible movement (p. 17). Millions of animation movies are produced in the form of a DVD or BluRay for the viewers. In the case of Disney and Pixar, which are American companies, both broadly produce English-animation movies and distribute those movies to all over the world. In order to help viewers from non-

English speaking countries understand what they are watching, audiovisual translation (AVT) is undeniably useful.

Audiovisual translation (AVT) is a new field in translation studies which is about translation in electronic media. The most prominent types of audiovisual translation (AVT) are dubbing and subtitling. According to O'Connell (2007), subtitling is defined as the result of supplementing the original voice soundtrack by adding written text on screen, meanwhile dubbing is the result of replacing the original voice soundtrack with another voice in another language (p. 169). In a simple way, dubbing is a technique of covering the original voice by another voice in an audiovisual production which uses different languages. Subtitling, on the other hand, is a technique where the original dialogues from the source language (SL) are transferred into the target language (TL) which usually appears at the bottom of the screen where the actions and the dialogues are synchronized. However, movies production companies prefer subtitling than dubbing for the reason that dubbing cost more money in the production process as compared to subtitling (Diaz, 2009, p. 144).

Furthermore, it is generally accepted that the process of subtitling production is a little bit complicated. Subtitling is one type of audiovisual translation that is a technique to compose subtitle. Gottlieb (in Baker, 2001) describes subtitle as caption or transcription of movie or TV dialogue, which was presented simultaneously on the screen (p. 244). It involves many kinds of aspects such as limited characters for line per line subtitle and the time limitation of subtitle appearance on the screen to allow viewers to read it. Gottlieb (In Baker, 2005) stated that subtitle can only have maximum 2 lines and/or 35 characters per frame (p. 244). Subtitling, as the most

common form of audiovisual translation (AVT), also needs procedures and strategies to get a good quality of subtitles in the movie. Therefore, in the process of making subtitle, subtitling strategies must be applied. One of the famous subtitling strategies is proposed by H. Gottlieb. Those subtitling strategies are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation.

Regarding the explanation above, the writer is interested in conducting a research using *Zootopia,* as the source of data. It is one of the most successful animation movies produced by Walt Disney Animation Studios, which was released on March 4th, 2016 and was sold in the forms of DVD and BluRay all over the world. *Zootopia* is an animation movie which was directed by famous animation movies directors Byron Howard (also director of *Lilo and Stitch* (2002) and *Tangled* (2010)) and Rich Moore (also director of animation series *The Simpsons* (1989-1998) and *Wreck-It Ralph* (2012)) ("Zootopia," 2016). In the year of its release, *Zootopia* already receives good reviews from many sources such as *Time*, *The Guardian* and *Rolling Stone* magazines, some of the most famous magazines in the world. *Zootopia* is awarded as one of recommended movies of the year (Pulver and Evans, 2016). With its great story line, powerful message and amazing visual effect, *Zootopia* is also awarded by those sites as one the best animation movies and recommended movie of the year (Travers, Berman, 2016). In 2017, *Zootopia* sweep six trophies, including Best Animated Feature at the 44th Annie Awards at UCLA, a Golden Globe trophy, AFI's "Movie of the Year" honor and one of the nominee for Oscar's 2017 Animated Feature Film (Cavna, 2017)

Based on the above descriptions, this research will analyze the subtitling strategies applied by the subtitler in translating the utterances and translation techniques applied in transferring the meaning of certain words or phrases from the source language to the target language on the original DVD of *Zootopia*. For the sake of the research, the subtitle chosen is the one from the original DVD itself, not the one available on the internet. The data found in the movie are analyzed using the concepts and theories proposed by Henrik Gottlieb (1992) and Vinay and Darbelnet (in Venuti, 2004).

1.2 Research Questions

The research entitled "An Analysis of Interlingual Subtitling Strategies from English to Indonesian in Animation Movie *Zootopia*" focuses on answering the following three questions:

1. What are the subtitling strategies applied in the characters utterances of English-based animation movie *Zootopia*?

2. How the subtitling strategies are applied by the subtitler in the characters utterances of English-based animation movie *Zootopia?*

3. What are the translation techniques applied by the subtitler in translating the character utterances of English-based animation movie *Zootopia*?

1.3 Objective of the Research

The objectives of this research are to analyze:

1. The subtitling strategies applied in the characters utterances of English-based animation movie *Zootopia*.

2. The way the subtitling strategies applied by the subtitler in the characters utterances of English-based animation movie *Zootopia*.

3. The translation techniques applied by the subtitler in translating the characters utterances of English-based animation movie *Zootopia*.

1.4 Scope of the Research

In this research, the writer focuses on analyzing interlingual subtitling strategies of the characters utterances and the way which the subtitler applied the subtitling strategies in animation movie *Zootopia*. The animation movie *Zootopia* is an English-based animation movie, with English utterances as the source text and Indonesian subtitle as the target text. Based on the calculation of systematic random sampling way, the research will only analyze 80 data out of total 1594 data found in the movie. The 80 data will be the representatives of the movie. This research uses the subtitling strategies proposed by Gottlieb (1992) to interpret the data. In order to find the translation of certain words or phrases which cannot be translated literally to the TL, this research will use translation techniques proposed by Vinay and Darbelnet (in Venuti, 2004) to interpret the data. The subtitling strategies consist of 10 strategies which are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation, meanwhile the translation techniques consist of 7 techniques which are borrowing, calque, literal translation, transposition, modulation, equivalence, adaptation.

1.5 Methods of the Research

In conducting the research, the writer has followed some steps. They are collecting the data, analyzing the data and presenting the result of analysis.

1.5.1   Collecting the Data

The source data of this research is the animation movie entitled *Zootopia* from its original DVD which was released on March 4th, 2016. The DVD provides several subtitles including Indonesian subtitle.

There are two kinds of data in this research. The first one is the oral data which are the original dialogue of the movie. The dialogue of the movie is transcribed manually. The transcription is done to the whole part of the movie. Fortunately, the characters of *Zootopia* are starred by actors and actresses who have clear pronunciation which makes the process of transcription less difficult. The dialogue of the movie is played and listened for several times carefully. The transcription is conducted with English subtitles of this movie as the aid to ease the process. In addition, the transcription is checked several times for accuracy. However, the data to be analyzed are collected from 1594 text appearances or subtitles from the characters utterances in the movie. The data to be analyzed are chosen based on systematic random sampling. The data are collected within interval 20 subtitles. It sorts out 80 subtitles. These 80 data are considered to be the representative of the movie as a whole.

The second one is the written data, which is the Indonesian subtitle of *Zootopia* movie. The subtitle of the movie has been available in written form on the screen. Therefore, it only needs to be retyped from the screen. In order to retype the subtitle, the movie is played and paused for each text appearance or subtitle. Thus, both data are taken based on the observational method (Sudaryanto 2015, p.203).

1.5.2 Analyzing the Data

The data will be analyzed by using translation identity method proposed by Sudaryanto (2015, p. 13). This method analyzes two different languages by comparing them. The English utterances from the movie's dialogue and its Indonesian subtitles are presented orderly. The source language text is put above the target language text so it is easy for the reader to see and compare it.

The next step is analyzing the subtitling strategies applied in Indonesian subtitle and how it is applied in the animation movie *Zootopia* using the classification of subtitling strategies proposed by Gottlieb (1992). The translation techniques which were applied in certain words and phrases by the subtitler will also be analyzed. The translation techniques analysis is use the techniques proposed by Vinay and Darbelnet (in Venuti, 2004).

1.5.3 Presenting the Result of Analysis

The results of the analysis are presented in verbal language, symbols and tables. It followed the metods which were proposed by proposed by Sudaryanto namely formal and informal methods (2015, p.241). Formal method is a way presenting the result of analysis by using symbols and tables. Meanwhile informal

method is a way presenting the result of analysis by using verbal language. The synopsis of the movie will be enclosed at appendix.