

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language has an important role in human beings since it is the main tool to communicate with others, in a sense, it means to convey ideas, thoughts, concepts, or even feelings. Finegan (2007, p. 5), the main purpose of any language system is to connect meaning with expression, allowing people to communicate their thoughts and emotions through words. Each nation in this world has its own languages, it means there is no nation or country that lives without any language as language itself is a part of human life. This makes people across the world face different languages in their daily lives, yet they face is not only in communicating with others, but also in reading a book, listening to music, or watching a movie. The problem occurs when people can't understand the foreign language used in the books, music, movies, etc, since they can't comprehend the entire content of what they watch or read.

Watching movies has become a regular part of everyday life and is often used as a way to relax after a tiring day. Audiences generally have no difficulty understanding movies in their native language. However, not all movies are produced locally; many come from different countries and are presented in foreign languages. When audiences are unfamiliar with the language used in a film, it becomes difficult for them to grasp the meaning and message. In such cases, subtitles play a crucial role in helping audiences access and understand content from other cultures and languages.

Subtitling is a key aspect of audiovisual translation (AVT) that enables audiences to access and understand content across different languages and cultures. It involves displaying written text on screen, usually at the bottom, to convey the spoken dialogue and other relevant audio elements of a film, television show, documentary, or other visual media. Subtitling serves multiple functions, including linguistic accessibility, cultural adaptation, and inclusivity for hearing-impaired viewers.

Subtitling is divided into two main types: intralingual and interlingual. Intralingual subtitles are written in the same language as the spoken dialogue and are commonly used to support accessibility, especially for viewers who are deaf or hard of hearing. In contrast, interlingual subtitles involve translating the spoken content from the source language into a different target language, enabling audiences who do not speak the original language to understand the content while still maintaining the audiovisual elements of the film.

Unlike other forms of translation, subtitling comes with unique challenges and constraints. These include space limitations (due to character-per-line restrictions), time constraints (syncing with the audio while allowing comfortable reading speed), and cultural adaptation (ensuring idiomatic expressions, humor, and wordplay are effectively translated). Subtitler must strike a balance between accuracy and brevity, ensuring that the audience grasps the essence of the spoken content without overwhelming the screen with text.

This research is necessary because subtitling plays a vital role in bridging the language gap between global media content and local audiences. As international films become increasingly accessible through streaming platforms, audiences frequently rely

on subtitles to understand foreign-language movies. However, subtitling is not a simple or straightforward process. It involves numerous linguistic, cultural, and technical considerations that influence how meaning is conveyed across languages.

The Hateful Eight is a film rich in dialogue, cultural references, idiomatic expressions, and offensive language, all of which pose significant challenges for subtitling. Translating such content into another language, especially for an audience with different social and cultural norms, requires careful application of subtitling strategies to ensure clarity, accuracy, and appropriateness.

This study is also valuable because it applies Henrik Gottlieb's widely recognized subtitling strategy framework to a complex and highly stylized film. By analyzing how these strategies are used in the Indonesian subtitles of *The Hateful Eight*, the research contributes to a deeper understanding of audiovisual translation practices and highlights the translator's role in shaping audience comprehension and reception.

Furthermore, this study provides practical insight for students, translators, and researchers interested in media translation. It shows how theory can be applied in practice and how subtitling decisions impact the viewing experience. With the growing importance of cross-cultural communication through media, research in this area remains both relevant and necessary.

The Hateful Eight is a 2015 Western thriller film directed by Quentin Tarantino, and it lasts 2 hours and 48 minutes. Set in post-Civil War Wyoming, it tells the story of eight strangers forced to take shelter in an isolated cabin during a heavy snowstorm. The characters include a bounty hunter with his prisoner, a former soldier, and several with mysterious backgrounds. As the storm rages in, tensions rise, secrets are revealed,

and the situation becomes a deadly encounter. The film delves into themes of trust, betrayal, and brutality, with sharp dialogue and intense atmosphere.

The writer chooses *The Hateful Eight* as the primary data because it offers a rich and layered narrative that explores complex themes such as trust, betrayal, and moral ambiguity. The film's setting in an isolated cabin during a snowstorm creates a situation where societal tensions and individual motivations are amplified, making it an ideal text for analyzing character dynamics, narrative structure, and thematic depth.

1.2 Research Question

The writer will analyze the subtitle strategies of *The Hateful Eight* movie.

Here, the writer will formulate the following research question:

1. What subtitling strategies are found in *The Hateful Eight* movie?

1.3 The Objective of the Research

In line with the research questions, this research is conducted to obtain the objectives as follows:

1. To describe the subtitling strategies in *The Hateful Eight* Movie

1.4 Focus of the Research

This study focuses on analyzing the types of subtitling strategies used in “*The Hateful Eight*” movie, specifically based on the framework proposed by Henrik Gottlieb. The writer aims to identify the strategies employed by subtitlers and assess how these strategies adapt the source language (SL) dialogue into the target language (TL), taking into consideration linguistic, cultural, and technical constraints.

1.5 Method of the Research

This research employs a descriptive qualitative method, which is applied to explain and describe the data. The main concern of this study is the subtitle of *The Hateful Eight* movie in Indonesian. It focused on the subtitle strategies in the translation of the subtitle of the movie *The Hateful Eight*. The research design in doing the analysis is library research. The writer uses library research to gather some theories and related information to support in doing this research.

1.5.1 Source of Data

The source of the data in this research is “*The Hateful Eight*” (2015) directed by Quentin Tarantino. The main data of this research are the spoken dialogues by the characters supported by the English subtitles. The Indonesian subtitles analyzed are official translations, obtained from a licensed source from Netflix. The data are utterances and phrases taken from the dialogues and the written subtitles of *The Hateful Eight* movie.

1.5.2 Data Collection Procedures

The data collection process in this study utilized the content analysis technique. This approach involved gathering all relevant data that addressed the research questions. The selected data was specifically aligned with the central focus of the research. To collect the necessary information, the researcher engaged in listening, watching, reading, and note-taking activities. Through this process, the writer carefully observed the movie by listening to and watching the dialogue or utterances, as well as reading the Indonesian subtitles of “*The Hateful Eight*” movie. In collecting the data,

the writer watched *The Hateful Eight* movie and manually transcribed selected English dialogues along with their corresponding Indonesian subtitles. These pairs of source text (ST) and target text (TT) were then compiled as the primary data for analysis using Gottlieb's subtitling strategy framework. With 16,432 words of utterances data was found as much as 150. The data sampling was obtained by choosing random data.

1.5.3 Data Analysis Procedures

The data analysis procedure in this study is conducted systematically to examine the Indonesian subtitles in *The Hateful Eight* movie, guided by Henrik Gottlieb's subtitling strategies.

The first step involves preparing the data by organizing the original English dialogue (SL) and the corresponding Indonesian subtitles (TL). These are aligned by metadata such as time stamps, scene descriptions, and character details to provide context for the analysis. Next, the subtitling strategies are categorized according to Gottlieb's framework. Each subtitle is analyzed to determine the specific strategy applied, such as condensation, paraphrase, or dislocation. The contextual factors affecting subtitle translation are also analyzed. This includes examining how cultural elements, such as idioms and humor are handled in the subtitles, as well as the influence of technical constraints like time and space limitations. The final stage involves evaluating the effectiveness of the subtitling strategies. The analysis assesses whether the subtitles maintain consistency and effectively convey the original dialogue's meaning, tone, and cultural nuances. From the analysis, conclusions are drawn about the dominant subtitling strategies employed in *The Hateful Eight* and their

effectiveness in translating the unique features of the film's dialogue. The study also provides insights into how cultural and technical factors influence the subtitling process



1.6 Definition of Key Terms

SL	refers to Source Language
TL	refers to Target Language
Subtitle	refers to the written text displayed on a screen that represents the spoken dialogue or important audio information in audiovisual media such as films, TV shows, or video games.
Movie	refers to a motion picture, which is a series of moving images shown on a screen, usually with sound, that tells a story or presents information for entertainment, education, or artistic expression.
Netflix	Netflix is an international streaming platform that provides films, series, and other audiovisual content with multilingual subtitles. In this study, Netflix is the official platform of <i>The Hateful Eight</i> and its professionally translated Indonesian subtitles are used for analysis.

