

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Film is one of the television programs produced by many different countries with different languages. A film consists of image, sound and language that appears simultaneously. The Story of a film may tell about an adventure, biography, hero, nationalism, etc. In this era, people wanting to know about the other countries' culture, they can get the information from DVDs. However, the language barrier is the problem for most people because they only speak one language, that is their mother tongue language. Nowadays, people do not need to learn the language first to get the information they want. They just need to press the 'subtitles' button on their DVD player. In addition, choose which language they want to read. After that, there are the subtitles shown in the screen video.

Subtitle is leaving the original spoken intact and adding a written translation on screen (William, 2002:13). Gottlieb (in Baker, 2001: 244) in *Routledge Encyclopedia of Translation Studies* describes subtitle as subtitles, which sometimes referred to as caption, as transcriptions of film or TV dialogue, presented simultaneously on the screen. It usually consists of one or two lines of average maximum length of 35 characters. Subtitles are placed at the bottom of the picture and are either centered or left aligned. Subtitles are the product of subtitling or screen translation. Because it is translated from the video or screen's dialogues and changed it to be texts, and then put them back on the screen. In translating spoken dialogues into the written text, it needs synchronization. Long dialogue has to be translated into two lines in order to synchronize the duration of the sound effect and image of the film.

Translating and subtitling is the same in meaning, transferring a text from source text to target text, but different in action. Translating and subtitling have some different rules on the process of transferring text. Unlike the common translation that has no limit on the result in the

target text, subtitling has limit. That is why subtitling has its own strategies.

The research is concerned to English subtitle film entitled *Soekarno*. It is an Indonesian biographical film directed by Hanung Bramantyo and written by Ben Sihombing. This film was released in 2013. This film told the past life of *Soekarno*, the first Indonesian president. *Soekarno* was one of many historical figures who fought politically for the freedom of Indonesia. The film shows the life of *Soekarno* from the day he was born until he declared the independence of Indonesian republic. This film was selected as the Indonesian entry for the Best Foreign Language Film at the 87th Academy Awards. In the efforts to promote the film in the international events, English subtitle is provided for it.

1.2 Identification of the problem

This research focuses on the subtitling strategies applied in the English subtitle of the main character utterances in *Soekarno* film. This research focuses on answering the questions:

1. What are the subtitling strategies applied in the English subtitle of main character utterances in *Soekarno* film?
2. What is the dominant subtitling strategy applied in the English subtitle of main character utterances in *Soekarno* film?

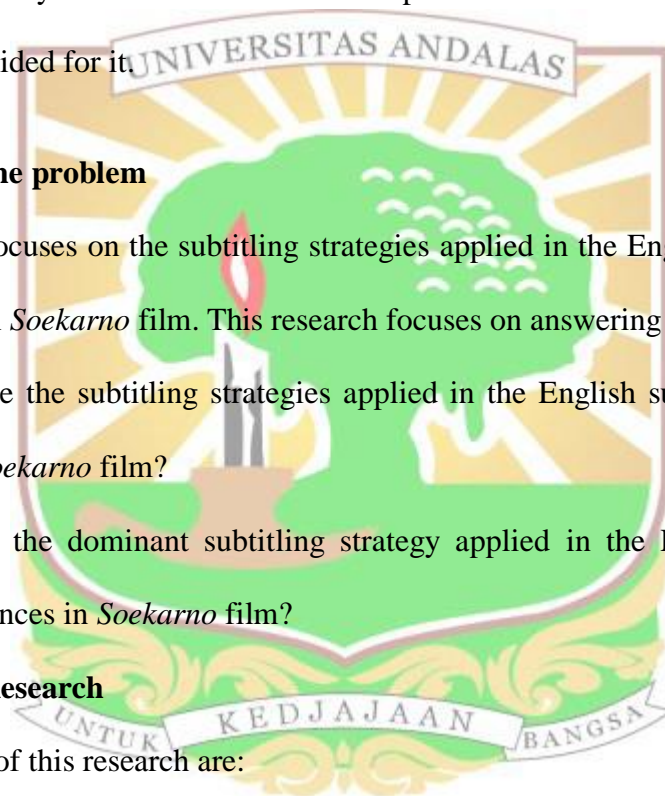
1.3 Objective of the Research

The objectives of this research are:

1. Analyzing the subtitling strategies applied in the English subtitle of main character utterances in *Soekarno* film.
2. Identifying the dominant subtitling strategy in the English subtitle of main character utterances in *Soekarno* film.

1.4 Scope of the Research

Subtitling is type of audiovisual translation. According to Gottlieb, subtitle is written form of film or TV dialogue displayed on screen at the same time the dialogue occurs. This research focuses



on subtitling strategies of the English subtitle of main character utterances in *Soekarno* film. The theory used in this research is subtitling strategies proposed by Gottlieb. These strategies consist of expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation. According to Gottlieb, the types of subtitling are divided into two: “intralingual subtitling” and “interlingual subtitling”. The techniques of subtitling are also divided into two: “open subtitles” and “close subtitles”. This research studies the interlingual subtitling. It means transforming the language of the source text into a written language in the target text.

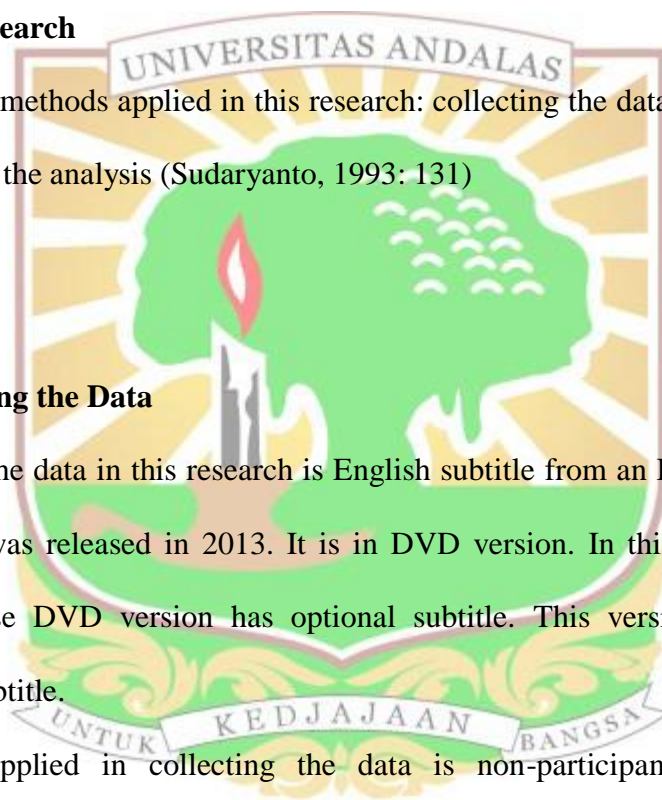
1.5 Method of the Research

There are three methods applied in this research: collecting the data, analyzing the data, and presenting the result of the analysis (Sudaryanto, 1993: 131)

1.5.1 Collecting the Data

The source of the data in this research is English subtitle from an Indonesian language film entitled *Soekarno*. It was released in 2013. It is in DVD version. In this version, audiences can select subtitles because DVD version has optional subtitle. This version provides Indonesian subtitle and English subtitle.

The method applied in collecting the data is non-participant observational method (Sudaryanto, 1993:133). The writer watched the film and listen carefully to each dialogue of the character’s in the film. The form of the data in this research is from oral to written. The data are taken from the English subtitles of the main character utterances, which based on three main parts, they are the beginning, climax and ending of the film. The writer chooses one scene from each part where there are many utterances from main character of the film. Then the writer took ten utterances from each scene to identify the subtitling strategies applied in the English subtitle of main character of the film. The film was played and paused for several times in order to retyping



the subtitles. The process of retyping is not done to the whole part of the film.

1.5.2 Analyzing the Data

The data will be analyzed by using translation identity method (Sudaryanto, 1993: 13). This method analyzes a language and another by comparing both languages. The Indonesian subtitles as the source text and the English subtitles as the target text presented in a table. Source text is put on the left side and the target text is on the right side of the table to help in finding the subtitling strategies applied.

The next step is analyzing the subtitling strategies applied in English subtitle of main character utterances in *Soekarno* film. Then identifying the dominant subtitling strategy is applied in the English subtitle of main character utterances in *Soekarno* film. The subtitling strategies are expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion and resignation.

1.5.3 Presenting the Result of Analysis

The result of the analysis is presented in two ways, formal and informal methods (Sudaryanto, 1993:145). Formal method is a way of presenting the result of analysis by using symbol and table or diagram while informal method by using verbal language.

