

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Subtitles are the transcription or translation of movie or television dialogue presented simultaneously at the bottom of the screen (Gottlieb, 2001, pp. 244-245). The subtitles are used as the media to help the viewers understand what is said by the speakers in a foreign-language movie or television series (TV series). For some people in Indonesia, the availability of Indonesian subtitles in such movies or TV series is important. Without the subtitles, they will not be able to understand and follow the storyline well.

Nowadays, Indonesian subtitles for watching foreign-language movies and TV series are provided in many streaming services and subtitle websites. However, the subtitles provided may not be written properly. There are some cases where the subtitlers, mostly amateurs, transcribe or translate the utterances without paying attention to subtitling constraints (Bogucki, 2009, p. 50). For instance, the subtitles consist of over two lines, whereas subtitles are limited to one or two lines with an average length of 35 characters per line (Gottlieb, 1992, p. 164). Another example is the texts that appear late or out of sync, which will confuse the viewers.

Apart from subtitling constraints, the most important thing that the subtitlers need to pay attention to in subtitling is the translation quality. A good translation is that in which the meaning or message is conveyed well in the TL. To be able to deliver the meaning well, the subtitlers need subtitling strategies. One of the notable

subtitling strategy classifications is proposed by Henrik Gottlieb (1992, p. 166), which is developed by Sugeng Hariyanto (2005, pp. 103-104).

However, the application of the subtitling strategies cannot be done carelessly. The subtitlers need to understand the structure of the SL and TL also the context of the utterances. It is needed to avoid translation with ambiguous or inaccurate meaning, for example, the following English-Indonesian translation done by an amateur subtitler in subtitling the American TV series *Why Women Kill*.

SL: Oh, the entrance she made.

TL: Oh, pintu hati yang dibuatnya.

(Syahrul Mubarak Amir, 2019)

From the example, it seems that the subtitler tries to translate it by using the transfer strategy. However, the application of this strategy causes the meaning to be inaccurate. Based on the context, the word *entrance* means the act of entering a place (Hornby, 2010, p. 490). It is translated by the subtitler to *pintu hati* in the TL, which is completely irrelevant. In this case, the subtitler can use the paraphrase strategy to make the translation more understandable in the TL.

Following the phenomenon above, the writer is eager to conduct research on subtitling strategies applied in the American TV series *Why Women Kill*, which is available on a streaming service called Catchplay. *Why Women Kill* is a drama-comedy series that tells about the lives of three women in different decades who deal with affairs in their marriages. As the setting takes place in three different decades, the characters use different styles of language. Therefore, this series is interesting to be analyzed.

When watching a subtitled movie or TV series, there are times where the information is lost due to the choice of subtitling strategy. In applying the subtitling strategies, there might be components that are allowed to be removed and not. Therefore, this research will show whether the subtitler's choice of subtitling strategies in the TV series is right so that the viewers understand the storyline well.

1.2 Research Questions

This research is focused on the analysis of subtitling strategies applied in the American TV series *Why Women Kill*. In conducting this research, the problems are formulated in the following research questions:

1. What are the subtitling strategies applied in the American TV series *Why Women Kill*?
2. What are the effects of the subtitling strategy application on the utterance meaning in the target language?

1.3 Objectives of the Research

Based on the research questions, the objectives of this research are divided into two points. By conducting this research, the following research objectives are expected to be achieved. The objectives of this research are:

1. To analyze the subtitling strategies applied in the American TV series *Why Women Kill*.
2. To identify the effects of the subtitling strategy application on the utterance meaning in the target language.

1.4 Scope of the Research

The focus of this research is on subtitling strategies applied in the American TV series *Why Women Kill*. The data are taken from the first episode of the TV

series, which is accessed through Catchplay. The reason for choosing the first episode is because it is assumed to be representative of other episodes. Besides, the first episode introduces the series so that the context can be easily understood.

Furthermore, the subtitling strategy analysis is based on the theory proposed by Gottlieb (1992), which is developed by Hariyanto (2005). This theory is chosen because it focuses on the analysis of spoken language translation into subtitle form, where it is necessary to consider certain constraints. Moreover, the effects of the subtitling strategy application on the utterance meaning in the TL are identified based on the typology of meaning shift suggested by Abdul Chaer (1995).

1.5 Methods of the Research

1.5.1 Collecting the Data

There are two kinds of data used in this research, spoken and written data. The spoken data are the characters' original utterances in the series. Meanwhile, the written data are the English and Indonesian subtitles of the series provided in the streaming service. The method used in collecting the data is a non-participant observational method. It means that the researcher acts as an observer and is not involved in any dialogue or conversation to collect the data (Sudaryanto, 1993, p. 134). The technique used in collecting the data is a note-taking technique. The data are typed in a Microsoft Word file and grouped in a table consisted of five columns: subtitle number, source language (English), target language (Indonesian), subtitling strategy(-ies), and meaning.

There are three steps done in collecting the data. The first step is transcribing the Indonesian subtitle. It is done by playing the video with Indonesian subtitle on. Then, the video is paused at each text that appears on the screen. After that, the text

is typed in the target language (Indonesian) column. These actions are repeated until the end of the episode. The second step is transcribing the English subtitle. It is done by playing the video with English subtitle on. Then, the subtitle is transcribed in the same way as transcribing the Indonesian subtitle. The text is typed in the source language (English) column. The last step is comparing the English subtitle transcription with the characters' original utterances to ensure the accuracy of the subtitle. It is done by listening to each utterance carefully and repeatedly while correcting the transcription that does not correspond to the original utterances.

1.5.2 Analyzing the Data

The method used in analyzing the data is a translational identity method. This method is used to analyze two different languages by comparing them (Sudaryanto, 1993, p. 13). There are three steps done in analyzing the data. The first step is presenting the data orderly. The data in the SL are placed above the data in the TL to make it easier to see the comparison. The second step is analyzing the subtitling strategy applied in each of the data. The analysis is based on the classification of subtitling strategies proposed by Gottlieb (1992), which is developed by Hariyanto (2005). The analysis includes how the subtitling strategies are applied and the possible reason why the subtitler applies the subtitling strategies. The last step is identifying the effects of the subtitling strategy application on the utterance meaning in the TL. The analysis refers to the typology of meaning shift suggested by Abdul Chaer (1995). In addition to that, the utterance meaning is understood from English dictionaries and Urban Dictionary (*urbandictionary.com*). The Urban Dictionary is used to look up the meaning of slang words and phrases. The analysis also refers to Indonesian dictionary.

1.5.3 Presenting the Result of the Analysis

The result of the analysis is presented by using formal and informal methods. The formal method is used to present the results by using symbols or tables, while the informal method is used to present the results by using verbal language (Sudaryanto, 1993, p. 145).

There are two tables used to present the result of the analysis. The first table contains the recapitulation of the subtitling strategy application. This table is created to see the frequency of each subtitling strategy applied in the data. The table consists of four columns: number, subtitling strategy, frequency, and percentage. The information in the table is described by using verbal language. The second table contains the list of subtitling strategy application on all data.

