

CHAPTER I

INTRODUCTION

In this chapter, the writer presents the background of the study, statement of the problem, the objective of the study, scope and limitation, theoretical framework, the significance of the study, the definition of key terms and the organization of the study.

1.1 Background of the Study

In this globalization era, people get access to news, movies and other digital and audio visual sources very easily. They can be accessed every time in just one touch away. People most frequently access news and entertainment. For example: back then in the past, when people wanted to know what had happened around them and around the world, they had to read the newspaper. Nowadays, people can know what happen and what trend around them in just one touch away, through their gadgets. They can access news easily. People have started to leave newspaper since everything can be accessed online. The other example is comics. Nowadays comics can be accessed online and can be downloaded easily. People do not have to go to the book store to buy comic, with their gadgets people can read every type of comics easily. And the same thing goes to movies. People can watch and download movie

through the Internet. Even more practical, television cable provides a great number of movies with diverse types of genre such as: horror, action, comedy, cartoon, and etc.

The good thing for Indonesian audience is they have easy access to movies because the movie provide exclusive facility in a form of translated subtitles that makes the audience understand the language, especially for those who don't understand foreign language (English in most cases) subtitles help them to understand the whole story in the movie. The English subtitles in the movie have been translated into Indonesian. However, Does the translation give a correct meaning to the audience? When the translation is not accurate, people may not bother or understand and these may eventually have a wrong conception. There are quite considerable translation errors that the writer found in the study. Take a look on the example in "Billy Elliot the Musical Live" movie. In that movie, there is mis-translated word found. The word "puff" in the conversation "what about that Wayne sleep? He's not a puff". The translator translated "puff" into "*menghisap*" while the actual meaning of the puff in the movie is "gay". The word "puff" in the movie is a derogatory term used to refer to a man as a gay. And the other example taken from 2000's telenovela. Word "teacher's pet" translated into "peliharaan guru" while the actual meaning of "teacher's pet" is "a person who is treated as a favorite by one in authority". Word "teacher's pet" is an idiom and the translator fails to translate that idiom appropriately. The translator has failed to catch the actual meaning of that idiom. From the examples above, we can see those mistranslated words can give the words different meaning and the meaning of the words themselves are serious.

Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language (Peter Newmark, 1957). Therefore the translator should make the translation as naturally as possible so that the meaning is fully conveyed. A good translation is one in which the merit of the original work is as completely transfused into another language as to be as distinctly apprehended and as strongly felt by a native of the country to which that language belongs as it is by those who speak the language of the original work (Tytler, 1790). A result of translation can be considered successful if the messages, thoughts, ideas, and concepts that exist in the source language can be delivered into the target language as a whole. In fact, many Indonesian translators failed to deliver the appropriate meaning between the source language and the target language. From the examples of translation errors in the movies that the writer has mentioned before, we can see that the translators have failed to deliver the actual meaning of the words. Based on those problems, the writer is interested to analyze the subtitles of an animation movie. The writer analyzes one animation movie entitled *Boss Baby* to find out whether the subtitle is appropriately and accurately translated or not.

1.2 Statement of the Problems

The main aim of this study is to analyze the Indonesian subtitles of an animation movie. The study focuses on the accuracy of the target messages. The statement of the problem of the study is formulated as follows:

Do the Indonesian subtitles carry the source messages of the English subtitles accurately?

1.3 Objectives of the Study

In line with the problem statement above, the objective of the study is:

To find out whether the Indonesian subtitles carry the source messages of the English subtitles accurately.

1.4 Scope and Limitation

The writer analyzes the translation of animation movie entitled Boss Baby by Michael McCullers and Marla Frazee. The writer chooses that movie because the story is modern, amusing and funny. The visualization of the animation is also modern and interesting, and also it is suitable for all ages. There are five components for assessing translation. They are: content, naturalness, vocabulary, sentence structure and style. In this study, the writer only analyzes the accuracy of the subtitle in term of content.

1.5 Theoretical Framework

In this part, the writer uses the theory from Eugene Nida as the theoretical framework. According to Eugene Nida (1964) a good translation should convey the meaning, ideas or messages from the source language (SL) to target language (TL) accurately. The writer also use the scale of accuracy indicators from Nababan (2012). According to Nababan, there are three translation categories. First is accurate translation, second is less accurate translation and the third is inaccurate translation.

1.6 Significance of the Study

In line with the objectives of the study, the writer expects that this study can give the readers some detailed information about the description of translation. This study also motivate all students of the English department of Widya Mandala Catholic University Surabaya to take the translation as their thesis topic. The writer also expects that this study can help the movie goers to be more critical when watching Indonesian subtitles movie because not all the subtitles are accurate. And for the translators, the writer expects that this study can help them to be more careful in translating.

1.7 Definition of key terms

To avoid ambiguity and incomprehension, the following construct and concept are explained.

Source language

In this study, the term “source language” is used to refer to a language which is to be translated into another language (www.merriam-webster.com dictionary).

Target language

The term “target language” is used to refer to a language into which another language is to be translated (www.merriam-webster.com dictionary).

Accuracy

The term “accuracy” is used to refer to freedom from mistakes or error or the quality or state of being accurate (www.merriam-webster.com dictionary).

Subtitle

In this study, the term “subtitle” is used to refer to caption displayed at the bottom of a movie screen that translate or transcribe the dialogue in the movie (<https://en.oxforddictionaries.com>).

Translation

The term “translation” is used to refer to an act, process, or instance of translating: such as

a: a rendering from one language into another; also : the product of such a rendering

b: a change to a different substance, form, or appearance : conversion (www.merriam-webster.com dictionary).

1.8 The Organization of the Study

This study consist of five chapters. Those are The Introduction, review of related literature, research methodology, findings and discussion, conclusion and suggestion.

In chapter 1 is about introduction. In this chapter, the writer presents the background of the study, statement of the problem, the objective of the study, scope and limitation, theoretical framework, the significance of the study, the definition of key terms and the organization of the study.

In chapter 2, the writer describes the related literature use in this study. The writer also explained the theories which are related to the study from many books and journals

In chapter 3, the writer explains the research design, source of data, research instruments, procedure of data collection and techniques of data analysis.

In chapter 4, the writer presents the findings and discussion of the study.

In chapter 5, the writer finally presents the conclusion and the suggestion.