

CHAPTER I

INTRODUCTION

This chapter explains the background of the study, problem of the study, objective of the study, and the definition of key terms.

1.1 Background of the Study

Nowadays, the number of western movies coming to Indonesia rapidly increases. Definitely, most of those movies are spoken in English. Therefore, Indonesian subtitles are very much needed to make people who do not know English well are able to understand the story when watching the movie. Munday (2008, p. 193) explains “subtitling become extremely popular, so much so that it is more or less a separate branch within the field.” According to Gottlieb (2001, cited in Munday 2009, p. 148) subtitling is “the rendering in a different language of verbal messages in filmic media, in the shape of one or more lines of written text presented on the screen in sync with the original written message”.

From the explanation above, it is obvious that translation has important role to write the subtitles in different language. Newmark (1988, p. 5) says “translation is rendering the meaning of a text into another language in the way that the author intended the text”. Beside that, Munday (2008, p. 5) states “the term translation itself has several meanings: it can refer to the general subject field, the product (the text that has been translated) or the process (the act of producing the translation, otherwise known as translating)”. On the other hand, translation is transferring the source language to the target language.

To make a good translation, the translator must use appropriate method because the result depends on the method that is used by the translator. Molina and Albir (2002, p. 57) say “translation method refers to the way of a particular translation process that is carried out in terms of the translator’s objective, i.e., a global option that affects the whole texts”. Newmark (1988, p. 45) categorizes eight kinds of translation methods, namely word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation.

Recently, some people do not go to the cinema to watch the movie. They prefer to buy unofficial DVDs which are sold in many places with low price, or download the movie and its subtitle easily, which is provided in many websites for free in the Internet. Now, anyone can make the subtitle as long as they want then upload it in the Internet. Moreover, there are many subtitles in the Internet that can not be guaranteed because many of them are made by people who are not expert in translation. However, people mostly do not care whether the movies have good subtitle or not because they do not want to waste their money only to watch their favorite movies.

One of western movies existing in the Internet is “Kung Fu Panda Holiday”. This is the part of “Kung Fu Panda” movies made for television shows and produced by Dream Works Animation. Because it is an animation movie, it includes the voices of some popular artists; they are Jack Black as Po, Angelina Jolie as Master Tiger, Jackie Chan as Master Monkey, Dustin Hoffman as Master Shifu, and many more. The script of this movie is very simple, good, funny, and

has positive messages so this movie can be watched by people of all ages. The scriptwriters are Jon Pollack and Jonathan Groff who have already written many scripts of TV series. In addition, “Kung Fu Panda Holiday” premiered on NBC channel on November 24, 2010 and had 5.9 million viewers on that day. After that, it was released in form of DVD on November 6, 2012. In addition, this movie has won Humanitas Prize as the Best Children’s Animation Category and also won five categories in Annie Awards, those are Best Animated Television Production, Best Production Design in an Animated Television Production, Best Voice Acting in an Animated Television Production, Character Animation in a Television Production, and Directing in a Television Production.

Two studies about translation methods have been previously conducted by Nadziroh (2010) and Nisa’ (2008). The first study (Nadziroh, 2010) is very general because it does not only analyze the methods of translation but also the translation procedures, and the appropriateness of translation. The second one (Nisa’, 2008) analyzes all the sentences including simple sentences which according to the researcher is unnecessary. Therefore, the present study is trying to fill the gap from those two studies because it deeply analyzes only the methods of translation without including simple sentences.

From the explanation above, the researcher analyzes the kinds of translation methods based on Newmark’s theory (1988) used in writing Indonesian subtitles of the movie “Kung Fu Panda Holiday”. The data are the English and Indonesian subtitles of “Kung Fu Panda Holiday” containing complex and compound sentences. The researcher takes the subtitles that are available for

free from www.subscene.com, which provides many subtitles from some languages in the world. After that, the researcher chooses the highest download number of Indonesian subtitles that have been downloaded by over 13.000 people.

The subtitles are made by someone who does not show the real name or identity, as he/she just writes his/her nickname as “baKWan”. The researcher is interested in conducting this study because she wants to find out the kinds of translation methods used by the translator of the movie “Kung Fu Panda Holiday” in making this unofficial translation.

1.2 Problem of the Study

Based on the background of the study, this study is conducted to investigate a problem that has to be answered. The problem of this study is “What are the kinds of translation methods used in writing Indonesian subtitles of “Kung Fu Panda Holiday”?”

1.3 Objective of the Study

This study attempts to answer the problem of the study that has been mentioned above. Therefore, the objective of this study is to find out the kinds of translation methods used in writing Indonesian subtitles of “Kung Fu Panda Holiday”.

1.4 Definition of Key Terms

This part elaborates some definition of important terms used in this study which are stated as follows:

1. **Translation** means rendering the meaning of a text into another language in the way that the author intended the text (Newmark, p. 5). This study uses translation in movie subtitles.
2. **Subtitles** are the transcriptions of film or TV dialogue, presented simultaneously on the screen (Baker, p. 244). This study uses English-Indonesian subtitles of the movie “Kung Fu Panda Holiday”.
3. **Source language** means the language of the text that is to be or has been translated (Newmark, p. 285). Usually, it is known as SL. The source language of the subtitles used in this study is English.
4. **Target language** means the language of the translated text (Newmark, p. 285). It is usually known as TL. The target language of the subtitles used in this study is Indonesian.
5. **Translation methods** means the way of a particular translation process that is carried out in terms of the translator’s objective (Molina and Albir, p. 507). The researcher is going to analyze translation methods in the subtitles of the movie “Kung Fu Panda Holiday” based on Newmark’s theory (1988), they are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation.
6. **Complex sentences** are the sentences consist of main clause and subordinate clause (Decapua, p.288).

7. **Compound sentences** are the sentences contain two main clauses which are combined with a coordinating conjunction or coordinator (Decapua, p.282).

The data analyzed in this study is complex and compound sentences.

8. **Kung Fu Panda Holiday** is the title of a short movie which a part of “Kung Fu Panda” movie series made for television shows. It premiered on NBC channel in America on November 24, 2010 whose scriptwriters are Jon Pollack and Jonathan Groff

