

CHAPTER I

INTRODUCTION

A. Background of Study

As an international language, English usually becomes object of research particularly in translation field. To transform some information to another target language, it is important to understand those material by our own language. In this case, English as an International language used to be one of our bridge to understand some languages.

In the process of getting meaning and information from some resources, as a reseacher may get some trouble to understand those resource because of source language that cannot be understood. Those why we need transferring source language to target language to get the meaning and information. This process is called translation. Translations is an activity to get the right meaning and information, and also share ideas between different languages. Translation acts as a bridge of communication and relation among people who speak different languages.

Translation is not only about transferring words, but more importantly, it must getting over the meaning or message behind the words. The meaning should not be changed from the source language into the target language. Moreover, the meaning should be accurate, natural, and communicative. Translation activity also has a role that they must transfer one culture to another culture. Its means that if a translator want to transfer a word that relate

to culture, the translator should have known the other meaning of source language to target language itself and bring the culture inside the word.

Translation becomes an effective tool to transfer technology and knowledge among nations in the world. It can be taken from translating a message from a source language into target language. Not only in translating books or other printed materials, but also in translating the dialogs or narration in the movies or other television programs. The movie subtitle text is one of the text to be translated. A kind of translation that specifically takes place in transforming the dialogs or narration uttered in the movies or other television program into the written form displayed on the screen is called subtitling.

In this globalisasi era, the big effect for movies make adults and children love to watch it. Movie is one of the tools of media to inform the public through sound and moving images, so that the audience can easily receive the message to be expressed in this film. To attract viewers, there are some genre films that have been produced by the Movies Industry. Films can be very influential and extremely powerful tool for transferring values, ideas and information. Different cultures are presented not only verbally but also visually and aurally, as film is a polysemiotic medium that transfers meaning through several channels, such as picture, dialogue and music. Items which used to be culture-specific tend to spread and encroach upon other cultures. (Szarkowska, 2010)

Not all the people understand with the conversation from the actor or the content of the movie. The needs of a movie can show how interesting story

and the message of the story are from subtitling which made by subtitler. They are usually displayed at the bottom of the screen. But to become a subtitler, they will find some problems such as making subtitling readable and understandable although the subtitler has not known the background of the film. Gottlieb in Tira Nur Fitria (2015) states "that subtitling is a rendering of a verbal message media filmic in different languages, in the form of one or more lines of written text, presented on the screen. In dealing with problems of translation, the translator assigned to play a role in overcoming obstacles language between filmmaker and audience".

According to Hatim (2001: 233), subtitling is a method of language transfer which is used in translating types of mass audio-visual communication such as film and television. Subtitling is very important in the film, because subtitling has given many contributions. Through subtitling, the audience of the foreign film can enjoy the film by reading the translated text on the bottom of screen without ambiguous thinking. One might say that subtitling is more authentic, since it does not hide the original sound.

The research aims to find out translation techniques of Judi's utterance on movie *Zootopia*. *Zootopia* is a movie which tells about the modern mammal metropolis of *Zootopia* is a city like no other. Comprised of habitat neighborhoods like ritzy Sahara Square and frigid Tundratown, damp Rainforest District, and calm little Bunnyburrow, it's a melting pot where animals from every environment live together.

From the great movies outside, there are some point on *Zootopia* that are not find on the other movies. The appearance of those animals are looks like a real animals with human's way of life. They are also life like human as usually they life, such as farming, singing, adventuring, and some heroic action inside. That's why researcher interested to analyze *Zootopia* animated movie, especially in Judy's utterances.

Judy's utterances selected for analysis because Judy is the main character and she is one of the characters mostly appear in the film. The researcher decided to analyze Judy's utterances translation techniques on *Zootopia* for the data material.

There is a previous research taken from Deris Prasetya (2016) entitled "*An Analsis of Unit Shift In English-Bahasa Indonesia Subtitle of The Animated Movie The Adventures of Tintin: The Secret Of The Unicorn Oiginal Dvd*" his research is focusing on analyzing unit shift from source language to target language. He aimed to analyze unit shift that affecting target language meaning equivalence. In his result the two types of unit shifts are found. They are upward and downward unit shifts.

Talk about the differences between the previous research with mine is, the previous research is about analyzing unit shift using Catford's theory. While mine is about translation technique applied in Judy's utterances using Molina and Albir's theory. The similar point is, this research is talk about translation technique in use of subtitling a movie.

This research is using translation technique of Molina and Albir's theory, because the theory of Molina and Albir is one popular theory and used by many researchers in their study of translation techniques. Not only novel or another, but the movie subtitles can also be translated using this translation techniques.

B. Research Problem

In this research, the researcher focused on the occurrence of translation techniques that take place in the English- Bahasa Indonesia *Zootopia* movie subtitle. Based on the research focus above, the problems of this research can be formulated as follows.

1. What type of translation techniques are used in the English- Bahasa Indonesia *Zootopia* movie subtitle?
2. How are they classified to each translation technique in the English- Bahasa Indonesia *Zootopia* movie subtitle?

C. Objective of the Study

The objectives of this research are :

1. The types of translation techniques that occur in the English- Bahasa Indonesia *Zootopia* movie subtitle.
2. The reason of how they classified to each translation technique in the English-Bahasa Indonesia *Zootopia* movie subtitle

D. Scope and Limitation

In this research, the researcher focuses on analyzing and identifying of translation techniques in subtitling of *Zootopia* movie. The researcher focuses analysis only on the translation techniques strategy applied by the translator in translating subtitling of the movie. This limitation is done in order to get best result with sufficient energy, time and finding.

E. Significance of the Study

The researcher hopes to get some advantages from this study. The expected advantages can be mention as:

1. The results of this research hopefully give more knowledge about the analysis of translation techniques in the subtitle text of the movie.
2. The results of this research can give more knowledge about translation techniques.
3. The result of this research will give contribution to the study of translations, especially subtitling.

F. Definition of Key Terms

The definition of key terms is needed to avoid misunderstanding. The key terms of this research are:

1. Subtitle

Subtitle is the key to understand the contents of films and television programs in foreign languages.

2. Utterance

Utterance is the action of saying or expressing something loud.

3. Zootopia

Zootopia is a movie which tells about the modern mammal metropolis of *Zootopia* is a city like no other. Comprised of habitat neighborhoods like ritzy Sahara Square and frigid Tundratown, damp Rainforest District, and calm little Bunnyburrow, it's a melting pot where animals from every environment live together — a place where no matter what you are, from the biggest elephant to the smallest shrew, you can be anything. But when optimistic Officer Judy Hopps arrives, she discovers that being the first bunny on a police force of big, tough animals isn't so easy. Determined to prove herself, she jumps at the opportunity to crack a case, even if it means partnering with a fast-talking, scam-artist fox, Nick Wilde, to solve the mystery.

4. Translation technique

There are eighteen (18) translation techniques based on Molina and Albir's (2002:509) theory, such as adaptation, amplification, borrowing, calque, compensation, description, discursive creation, establish equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation, particularization, reduction, substitution, transposition, and variation. Those techniques are used to transfer a message from SL (Source Language) into TL (Target Language) which is applied in to words, phrase, clause, or sentence.