

CHAPTER I

INTRODUCTION

A. Background of the Research

Movie is an audiovisual type of entertainment that conveys a story using a number of moving pictures. In movies, characters are often portrayed by actors in a variety of settings, with speech and music added to heighten the drama and emotional effect. It can be produced for a range of objectives, such as amusement, education, or the distribution of a message or point of view.

Along with the times and technology, not only movies from home countries can be watched, but people also can watch and enjoy movies from other countries. For example, Hollywood movies are very popular among movie audiences. It is not difficult to find a Hollywood movie that you want to watch because the production has been very much.

Therefore, movies can also be used as a means to learn languages. Because nowadays movies already include many languages to translate from Source Language (SL). In purpose to make easier for the audience to enjoy the movie. The translation in the movie is known as Audiovisual Translation or ATV.

Audiovisual translation (ATV) is referred to as language transfer from SL to Target Language (TL) in audiovisual products. Audio visual itself is a product that combines something that can be seen (visual) and can be heard

(audio). AVT is often divided into dubbing and subtitling. It all altered the original wording to varying degrees. Dubbing, in its simplest form, refers to any method of substituting a different voice for the original one in an audio-visual production.

Usually, audiovisual translation is facilitated by the presence of subtitles. Subtitles are needed in audiovisual products. The existence of subtitles, in addition to making it easier for translators, also makes it easier for movie audiences.

To provide a written translation of what is being said, subtitles can either be in the same language as the audio or they can be in a different language entirely. It can be displayed in a variety of ways, such as at the bottom of the screen, and the text is frequently synced with the audio so that the listener can follow along while reading.

Subtitles are one of the important things that need to be included. Because subtitles can help reach a larger audience because they can provide many languages that can be understood by the audience. Good subtitles can produce high readability score in translation.

Readability is one of kind of translation quality. Readability refers to how easily the translated text can be read and understood by the intended audience. It is an essential aspect of translation because a poorly translated text that is difficult to read can have a negative impact on the audience's perception of the translated content, the translator, and the organization or individual responsible for the translation.

After accomplish the requirements for readability of good translation quality, the resulting translation will be easier to read and understand because it is accurate and commensurate with the target language. That way, the purpose of translation is to make it easier for readers to understand more the meaning of what we translate goes well. To produce great readability quality, a subtitle strategy is required in translating subtitles.

Subtitling strategies used by translator in translating word, phrase or speaker's utterance in audiovisual field. Subtitle translation's aim is to translate a verbal language to written. moreover, to convey information to viewers in a constrained space. A translator requires great listening skills as contrast to literal translation. As a result, subtitles can aid in the acquisition of a foreign language by viewers of a film. In providing subtitles, subtitles need to pay attention to how to choose the strategy as outlined in the subtitle strategy.

The data below is an example of the application of the subtitling strategy.

Datum 1

SL : This curse will last till the end of time!

TL: Kutukan ini akan tetap untuk selamanya!

(Aveline, 2015, p.60)

From the sample, the phrase "the end of time" in subtitle above which was a figurative language meaning "after a long period of time", was not translated word-to-word into "*akhir waktu*". While it translated into "*selamanya*" to make it simple and readable. There was a form

changed from a phrase “*the end of time*” into a word “*selamanya*”. The translation of subtitle above used paraphrase strategy.

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.

Translation is one of the important activities that support human communication. This is because in this one world, every country and even the region has a variety of different languages. Therefore, translation is very helpful in understanding one another's languages. According to Newmark (1988, p. 5) stated that Translation activities are interpreting a word in another language but still maintaining the same meaning of the word.

The role of translation is very important in communicating or exchanging information. In this process, the exchange of messages is delivered using the mother tongue and will be translated into a foreign language. The purpose of the translation itself is to provide the equivalent meaning of the source language (SL) to the target language (TL). Translation is one kind of applied linguistic.

In applied linguistics we study the theory of language development. with applied linguistics we also study linguistic problems that occur in the real world. Also, this applied linguistics utilizes various theories and methods in solving linguistic problems. Applied linguistics is a branch of linguistics that deals with the application or use of language. One of the applications of language use can

be seen from various media, one of which is through movies. The movie shows how the characters dialogue with each other. For example, you can see what happens in the movie Lockwood & Co.

The Lockwood & Co series is based on a line of Jonathan Stroud mystery books. The Screaming Staircase, The Whispering Skull, The Hollow Boy, The Creeping Shadow, and The Dagger in the Desk are the four major volumes and one companion book produced for this tale. Each of the book series from this movie has received many awards. The screaming staircase episode alone has won 20 awards since 2013. Netflix withheld information about the narrative, including whether or not the show is based on all of the novels' plots. The first season will consist of around 8 episodes, each of which should last around 60 minutes. Nevertheless, the premiere aired on January 27, 2023. It is well known that Joe Cornish, Catherine Morshead, and William McGregor, who are also working with the Complete Fiction studio and were once involved in the development of the thriller Last Night in Soho, are the series' directors.

There are several supernatural instances in Lockwood & Co. In the series, London in the 1980s is invaded by ghosts, and thousands of people have died as a result. Only kids and teens have the ability to see ghosts, and many of them are urged to join a ghost-hunting organization. Independent start-up organization Lockwood & Co. was created without adult involvement. Anthony Lockwood, George Karim, and Lucy Carlyle oversee the agency, which is located in a sizable mansion in the heart of London. Who would have imagined,

however, that this disobedient three would be destined to solve a secret that would alter the path of human history.

Based on the explanation above, the writer choses “Subtitling Strategies and Readability in Lockwood & Co Movie” as the title of the research.

B. Questions and Scopes of the Research

1. Question of the Research

Based on the background of the research above, the problem discussed in this research are:

- a. What are subtitling strategies used in Lockwood & Co movie?
- b. How is the readability of the translation of Lockwood & Co subtitle?

2. Scopes of the Research

This research focuses on subtitling strategies that used in Lockwood & Co movie’s subtitle episode 1-2 developed by Joe Cornish and produced by Netflix based on Jonathan Stroud’s book series. The existence of scopes in this research was carried out due to the lack of research time, and also with these two episodes it has fulfilled the amount of data needed by the writer. The theory that the writer uses for Subtitling Strategies is from Henrik Gottlieb (2010) and Nababan & Nuraeni (2012) for identify the readability of translation.

C. Objectives and Significance of the Research

1. Objectives of the Research

Based on the question of the research above, the objectives of the research are as follow:

- a. To know what are subtitling strategies used in Lockwood & Co movie.
- b. To analyze the readability of translation in translating subtitle of Lockwood & Co movie.

2. Significance of the Research

This research hopefully able to give benefits theoretically and practically. Theoretically, the writer hopes this research will give contribution in learning translation program especially in subtitle strategy and readability. And can be able to help the other to understand and give insight more about what subtitling strategy is and the effect for the quality of translation. Practically, this research may help the audiovisual translator to be better in translating especially for subtitling in movie, television shows, etc.

D. Operational Definitions

1. Movie

Movie is a medium used to convey a message in the form of story media with visualization of images and sound. Film is also a literary work that expresses art from the ideas or story ideas that are owned.

2. Audiovisual

Any work that uses both audio and visual components to deliver a message or tell a story is referred to be audiovisual. Movie, video games, advertising, music videos, podcasts, webinars, and other types of audiovisual material are just a few examples.

3. Subtitle

Subtitle is text that is embedded in a show, be it a video, film, or television show as a translation of the language used in the show. Subtitles can also help in learning TL.

4. Readability

Readability refers to how easily the translated text can be read and understood by the intended audience. It is an essential aspect of translation because a poorly translated text that is difficult to read can have a negative impact on the audience's perception of the translated content, the translator, and the organization or individual responsible for the translation.

5. Subtitling Strategy

Subtitling strategies can be observed as the recognition of decision making the process which can be identified through a translation product.

Through subtitling strategies also can be seen how the equivalence of direct translation is.

6. Translation

Translation can be defined as the process of replacing words or contexts that are rendered from one language to another. The context or the word that results from a translation is called the target language. Meanwhile, for words or contexts that come from the source of the manuscript to be translated, it is called Source language.

E. Systematization of the Research

The Systematization of the research means how this paper is well structured.

The thesis divided into five chapter as follows:

Chapter I is Introduction. It explains the background of the research and why the writer choses this research, questions and the scope of the research, objectives and significance of the research, operational definition and systematization of the research.

Chapter II is Theoretical description. It enlightens morphology and the subs, short story and relevancies of the research.

Chapter III is Methodology of the research. It consists of the method of the research, technique of the data collection, technique of data analysis and data sources.

Chapter IV is Research findings and discussion. It comprises the data description in the short story, data analysis that found in the short story, and data interpretation.

Chapter V is Conclusion and suggestion. It shows a conclusion from all the discussion above and give suggestion which related to significant of the research.

