CHAPTER I
INTRODUCTION

A. Research Background

Movie is a form of entertainment that enacts a story by a sequence of images giving the illusion of continuous movement. Movie is believed as an important art form which becomes a popular entertainment and an effective method for educating citizens. It is because movie is able to transfer its message to the viewers through picture, dialogue, and music which simplifies the viewers to get the message.

Nowadays, many people around the world are interested in watching movies. Movie appears to be important since many people feel that movie can entertain them every time they need some refreshment. There are a lot of movie genres that people enjoy such as action, drama, animation, horror, etc. Most movies, however, use English language in order to make people understand the movies story easily since English is a universal language. On the other hand, not every individual understands and speaks in English. To solve the problem, some of the movies provide subtitle which is another form of translation in the target language.

Since the language used in the movie is not the viewers’ native language, it needs to be translated. As stated by Newmark, translation is rendering the meaning of a text into another language in the way that the author intended the
text (Newmark, 1988:5). However, translation is not only qualified by those written forms. Dubbing or oral translation and subtitling are another forms of translation. As one form of translations, movie subtitling enables people from any backgrounds of language to understand and enjoy the movie.

The function of subtitle available in a movie is to help people who do not understand the language used in the movie. Thus, the viewers are able to get the correct message. In translating movie, a translator may choose to use subtitle. The advantage of putting subtitle in a movie is that while the viewers read the dialogues (subtitle) put in the bottom of the screen, they can hear the source language as well. In making subtitle, the translator should make the subtitle as easy as possible to understand by the viewers. The subtitle should also be appropriate to the dialogues spoken by the characters. Thus, the viewers will not be confused about the plot of the movie.

These days, many movies include songs inside which are related to the story of the movie. In some movies, songs have a very important role to support the plot of the movie. Therefore, these songs need to be translated too. It is based on the reason that sometimes the viewers cannot get the right message of the movie when they do not understand the meaning of the songs since it is related to the plot of the movie. Subtitling is part of a polysemiotic communication, in which other visual and aural clues play an important role. The translator must harmonize the words written on the screen with these other factors in order to produce the whole 'message'. Written translation, by contrast, is monosemiotic, using only one channel of communication (Gottlieb 1996).
Nowadays, subtitle is used in translating both the languages spoken in the movie and the lyrics of the songs. Subtitling of song lyrics in the movie is very helpful for the viewers. They can enjoy the music and understand the meaning of the song at once. In addition, the quality of the song translation is very important since it is related to the viewers’ satisfaction. However, there are times that the translation is not accurate. For example, one day, the researcher watched an animation movie in which some scenes are inserted by interesting songs sung by the characters. When the researcher was watching the movie, the researcher found some translations which were less accurate and even inaccurate.

The followings are some examples of song lyrics translation in “Brother Bear” movie.

Example 1:

ST  : I know I can’t be free
TT  : Aku tahu aku harus mempertanggungjawabkan ini

The above example shows us a case of modulation. ‘I can’t be free’ in the song lyric means “Aku tidak bisa bebas dari tanggung jawab ini”. However, the translator does not translate it in that way. Instead, he translates it into “Aku harus mempertanggungjawabkan ini”. The message of both the source text and the target text is actually the same. The difference is the way the translator conveys the message.

Example 2:

ST  : I’m on my way
TT  : Aku sedang dalam perjalanan
ST  : Yes I’m on my way
TT  : Aku terus berjalan
This is an example of the inconsistency of the translator in translating the lyrics. In the first sentence the translator translates ‘on my way’ into ‘dalam perjalanan’ but in the second sentence the translator translates it into ‘terus berjalan’. Even though the both source texts are similar but the target texts turn into different translations. It shows the inconsistency of the translator. The translator should simply select one of them and use it consistently.

In this thesis, the researcher would like to discuss about the techniques used by the translator in translating the song lyrics in “Brother Bear” movie. The language used in the movie is English and the subtitle is Indonesian. There are songs which are translated from English into Indonesian. The researcher also would like to talk about the quality of the song lyrics translation.

B. Problem Statements

The researcher formulates the problems of the research as follows:

a. What techniques are used by the translator in translating the song lyrics in “Brother Bear” movie from the source language into the target language?

b. How is the quality of the translation in terms of accuracy and acceptability?

C. Research Objectives

There are two objectives in this research, they are:

a. To discover the techniques used by the translator in translating the song lyrics in “Brother Bear” movie from the source language into the target language.
b. To observe the quality of the translation in terms of accuracy and acceptability.

D. Research Limitation

This research focuses on analyzing the techniques used by the translator and the quality of the translation in terms of the accuracy and acceptability on the song lyrics translation in movie entitled “Brother Bear”.

E. Research Benefits

The researcher expects that this research will be useful for

a. English Department Student
   The researcher expects this research will be useful for the students to understand more about translating song lyrics in a movie. It is expected for this research to help the students improve their skills and knowledge in translating song lyrics in a movie and also as a reference for those students who have the same topic for their tasks or thesis.

b. The Translator
   The researcher expects this research will be helpful for the translator when dealing with a movie that contains songs. The researcher also expects this research to improve the translator’s knowledge about song lyric translation and help the translators dealing with the problems when translating the song lyrics. Moreover, it is expected for this research to assist the translator in
apply the correct techniques and be more consistent in translating the song lyrics.

c. The Next Researcher

The researcher expects this research can be used as a reference for doing a new research dealing with song lyrics translation.

F. Thesis Organization

The researcher organizes the thesis into five chapters:

Chapter I is INTRODUCTION. It consists of Research Background, Problems Statements, Research Objectives, Research Limitation, Research Benefits, and Thesis Organization.

Chapter II is LITERATURE REVIEW. It consists of Definition of Translation, Translation Technique and Strategy, The Objective of Translation, Methods of Translation, Problems in Translation, Translation Quality Assessment, Subtitling, and Summary of “Brother Bear” Movie.

Chapter III is RESEARCH METHODOLOGY. It consists of Type of Research, Data and Source of Data, Sample and Sampling Technique, Method of Data Collection, Technique of Data Analysis, and Research Procedure.

Chapter IV is ANALYSIS AND DISCUSSION. It consists of introduction and analysis.

Chapter V is CONCLUSION AND SUGGESTION. It consists of conclusion and analysis of the research.