CHAPTER I
INTRODUCTION

In this chapter, the researcher provides research background, research problem, research objectives, scope and limitation, research significance, and definition of key terms.

1.1 Research Background

Translation gives an important contribution for helping people in communication between different languages. Communication is used to exchange information, ideas, and interact in a society. The across languages communication is frequently found in this globalization era because of the development of science and technology. People gain the advantageous purpose in many fields, including business, education, and government from other countries. However, there are many languages in the world and people mostly cannot understand another language. This situation becomes communication problem among people who speak different languages. Therefore, it can be solved by translation. According to Hartono (2000, p.9), translation can be a bridge which connects among people from different culture and languages around the world.

Translation is the attempt to render the message or meaning from SL (source language) by adjusting the exact equivalents in order to be conveyed accurately in TL (target language). It is stated by Newmark (as cited in Zuchridin Suryawinata & Sugeng Hariyanto, 2003, p.15) that translation is a craft consists attempt to replace the statement or message in one language into another language by the same message. The translator replaces the structure of source language into
target language. However, the message or meaning of source language does not change.

Nowadays, the product of translation is in audiovisual translation. According to Emzir (2015, p.3), audiovisual translation is a written product. It has relation with picture in screen when it is read such as DVD, movie. The main product of the audiovisual translation is subtitiling. Cintas and Anderman (2009, p.10) explain that translated texts that generally display the picture, such as on television or cinema screen are called subtitles.

Subtitles are said to be successful when the viewers can understand the meaning of the movie. The text of the subtitles is made distinct and concise. According to Cintas and Anderman (2009, p.21), it is required since the viewers’ attention is not distracted by the programme. Therefore, translators apply procedure of translation. The Macquarie Dictionary (as cited in Machali, 2009, p.91) explains a procedure is the act or manner of proceeding in any action or process.

One of the procedure of translation is translation shift. Catford (as cited in Venuti, 2000, p.141) states ‘shifts’ refers to the departure from formal correspondence in translating process of one language into another language. Formal correspondence refers to the equivalents of linguistic category of two different languages, including unit, class, structure, etc. In translation process, the departure occurred since the formal correspondence cannot be obvious between two languages. It is explained by Nida (as cited in Venuti, 2000, p.126), there can be no identical in two languages, either in the ways such as symbols arranged in
phrases and sentences or in the meanings given to appropriate symbols. Therefore, the translator cannot avoid translation shift.

As discussed above, the translation shift is chosen to be analyzed in subtitle by the researcher. Many previous researchers conducted translation shift occurred in subtitle. However, analysis of translation shift from Indonesian subtitle into English subtitle is rarely conducted by the students who are interested in translation. In the previous studies, Kantiastuti, H. (2014) conducted category shifts in the English-Bahasa Indonesia Breaking Down movie text. Kurniawan, E. F. (2015) also conducted analysis on verb phrase in Hunger Games II (Catching Fire) subtitling by Erick Jiwono.

In this research, the object is different from previous research. The subtitle of Alangkah Lucunya Negeri Ini movie which is translated from Indonesia language into English language becomes the object of this research. It is Indonesian movie comedy which presents about the reality of Indonesian society. It was selected as the Indonesian entry for the best foreign language film and got many achievements in Indonesian Movie Festival. The facts are to make it clear that translation shift occurs in subtitle Alangkah Lucunya Negeri Ini movie. It can be seen in subtitle, as an example, the sentence, ‘Segala macam ilmu udah gue terapkan’ in source language is translated ‘I already applied all of science’ in target language. In this case, translator applied structure shift. According to Machali (2009, p.95), the position of object in front of the sentence does not exist in grammatical structure of English language, except in passive form. According to previous explanation, the researcher conducts a research entitled, “An Analysis of Translation Shift in Subtitle Alangkah Lucunya Negeri Ini Movie”.
1.2 Research Problem

According to background of the research, the researcher presents research problem:

1. What are category shifts found in subtitle *Alangkah Lucunya Negeri Ini* movie?

1.3 Research Objective

This research aims to answer the research problem that has been stated.

1. To investigate the category shifts found in subtitle *Alangkah Lucunya Negeri Ini* movie.

1.4 Scope and Limitation

The scope of research analysis focused on the category shifts which includes structure shift, class shift, unit shift, and intra system shift in subtitle *Alangkah Lucunya Negeri Ini* movie. The data are limited to *Alangkah Lucunya Negeri ini* in a DVD which is translated from Indonesia into English version. In addition, the DVD is published by Citra Sinema (2010).

1.5 Research Significance

1. Students

The research hopefully can help the students of English Department to learn about the translation shift. They will acquire the comprehension about what is required to gain equivalent meaning from source language to target language. Additionally, it can enhance their understanding in which translation shifts are applied to translate a movie subtitle.
2. Lecturer

The research can be used as a source in translation studies, especially about translation shifts.

3. Further researcher

The students can be motivated to conduct further research about translation shifts from different subjects, such as fabel, novel, and documentary film.

1.6 Definition of Key Terms

1. *Translation shift* is any deviation from formal correspondence from source text into target text as a result of translating process (Catford (in Venuti, 2000, p.141)).

2. *Subtitle* is condensed translated texts of utterances. By and large, the subtitles formed as lines and positioned at the bottom of the screen. The appearance and disappearance of texts are coincided by the time of the dialogue. As a post-production activity, it is almost kept added in the screen image at a later time (Cintas and Anderman, 2009, p.21)

3. *Alangkah Lucunya Negeri Ini* movie is an Indonesian comedy film which is directed by Deddy Mizwar and written by Musfar Yasin. The movie was released on April 15th, 2010 in Indonesia.