

CHAPTER I

INTRODUCTION

This chapter contains research background, research problem, research objective, scope and limitation, significance of study, and definition of key terms.

1.1 Research Background

Language is a universal tool of communication which needs to be mastered and understood by people world widely so that interaction could take place. According to Rabiah (2012) language is a tool to interact or communicate with each other to convey ideas, concepts, thoughts or feeling. When interacting, any languages used sometimes require an interpreter due to language differences. So, the role of translators becomes essential to understand the language that is not understood.

With so many languages around the globe, it is unlikely that people can master all the existing languages. Thus, how can we communicate with each other to share information? In this case, one of ways that can be used is translation, which has become more popular in the society nowadays.

According to Owji (2013), translation is a decision-making process and a problem solving task dealing with language barriers. It is a complex task faced by translators dealing with some problems that require observation, identification, and discovery suitable solution. As Newmark (1988) wrote, in many types of texts such as law, administrative, dialect, local, or cultural, the temptation of translation is to transfer as many as information from the Source Language (SL) to the Target

Language (TL). Translation helps people to understand what is being conveyed by the speakers of various languages in the world.

Being a translator is not only about knowing various languages, but it also requires understanding about what and how those languages can be understood by TL readers. For example, in the SpongeBob movie, there is a scene when SpongeBob mentions his pet snail, *Gare Bear*. In this context, the translator adapts the culture in the source language to the target language to make it can be understood by TL readers. In TL, *Gare Bear* means *Gary sayang*. It does not mean that the snail is a real bear, yet it is only SpongeBob's favorite call for his pet snail.

Nowadays, the film industry is very well known and the results are also enjoyed by film lovers. Based on Haq (2017), in film translation there are two types of translation activities, namely dubbing and subtitling. Especially in subtitles, the challenge in translating this film is the limited time that is set and specified number of characters to display text/subtitles on the screen.

As an animation that is very popular with all ages from children to adults, SpongeBob win an award as a winner at the Kids Choice Awards USA from 2003-2019 as Cartoon Favorite. Then in 2004 Stephen made the first SpongeBob Movie, followed by the second movie in 2015 and Sponge on the run is the 3rd movie directed by Tom Hill that confirmed to be dedicated to the memory of series creator Stephen Hillenburg, who died on November 27, 2018.

This film has background life under the sea by using English as the language of instruction or the source language. Sponge on the run is a film that

tells the story of SpongeBob and Patrick's journey to Atlantic City to looking for his pet snail that had been stolen by Poseidon. In this film, there are many special terms and some of the same words but have different meanings in translation according to the context in the film. Therefore, the writer is interested in analyzing the strategy in translating into this subtitle.

Considering the uniqueness of the SpongeBob movie “Sponge of the Run”, more specifically the subtitles which are sometimes different from the literal meaning of the words spoken, the writer selects it as the object of this thesis. The writer will try to investigate the translation of the language from the source of the language into the target language, especially since the translation put in the subtitles tend to be delivered in the easy version of the target language.

1.2 Research Problems

Based on the research background above, researcher stated there are two research problems as follow:

1. What are the strategies of translating in subtitle SpongeBob movie “Sponge on the run?”
2. What is the most strategies dominant of translating strategies used in the subtitle of the SpongeBob movie “Sponge on the run?”

1.3 Research Objective

Based on the problem above, the objective in this research as follow:

1. To find the translating strategies used in the subtitle of SpongeBob movie “Sponge on the run”

2. To find the most dominant of translating strategies used in the subtitle of SpongeBob movie “SpongeBob on the run”

1.4 Scope and Limitation

In this study, the scope focuses on strategies used in translating subtitle of the SpongeBob movie “Sponge on the run” in Netflix app based on Mona Baker’s theory. Apart from the narrator who speaks, the songs sung by the casts, this research only limits the dialogue of all the casts in the film.

1.5 Research Significance

This study is expected to give reference for several circumstances, including:

1. For the readers

This study is expected be able to give better understanding to compare the language used in the movie, especially between the source language and the target language through the subtitle.

2. For the lecturers

This study is expected to be able to give more additional material for teaching translation studies, especially in translation strategies.

3. For the next researcher

This study is expected to be one of references to make research with deferent focuses.

1.6 Definition of Key Terms

To avoid misinterpretation, the writer presents the definition of key terms as follows:

Translation: Translation is a decision-making process and a problem solving task. It is a complex task faced by translators regarding some problems that require observation, identification, and discovery suitable solution (Owji, 2013)

Translation Strategies: The translation strategy is a solution used to problems encountered in translating text or segments from one language to another language (Baker as cited in Safi, 2013)

Subtitle: Language element on films that help explain dialogue and plot story (Haq, 2017)

Movie: Movie is a media such as images, motion and sound that are used as entertainment that presents a story through the interaction of the characters that have been created (Vassiliou, 2006)

SpongeBob movie “Sponge on The Run”: SpongeBob is an animated film directed by Tim Hill in 2020. This film is the first SpongeBob Square Pants film to be fully animated in CGI style instead of the usual traditional 2D animation.