

CHAPTER I

INTRODUCTION

A. Background of the Problem

Movie is one of many kinds of entertainment that most people in the world had an eye on. It becomes the communication tools to transfer ideas and might be one of the information sources which have extended its influence. This form of entertainment is enjoyed by a lot of people from children to adults because it gives pleasures. The pleasures that people get by watching movie are, for instance, getting more knowledge, experiencing something they never have before, having a media to escape from their hard daily life, knowing other people's culture, and so on. With such benefits, once a movie is produced in a certain country, it will be followed by the act of spreading the movie to other countries to grab attention from wider audiences. That is what happens to American movie industries.

Speaking about American movie industries, often metonymously as Hollywood, rules the global movie market since the early 20th century. As one of the largest cinema industries in the world, Hollywood own some very well known worldwide studios, for instances, Paramount Pictures, Warner Brothers, Walt Disney Studios, 20th Century Fox, MGM, etc. Every year, Hollywood movie studios make more than five hundred movies and most of them reach millions of audiences watching each of them.

Since the early 21st century, superhero movies have become such a thing that receives a lot of attention in movie industries till these days. Most of those superhero movies that circulate out there recently are based on comic books from

Marvel. Marvel Entertainment is one of the world's most prominent character-based entertainment companies under The Walt Disney Company with more than 8.000 characters featured in many media for more than seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing and most of those characters are then adapted to screen. People can see it from the repeated production of superhero movies since the early 21st century such as *Spider-Man II* (2004), *The Dark Knight* (2008), *Iron Man* (2008), *The Avengers* (2012) and *The Guardian of the Galaxy* (2014) and many more. There are many reasons why these movies are in a lot of demand. Some of them are because of the good looking casts, the great act, the interesting plot, the awesome audio and visual effects and last but not least is the humor in the movies.

Entertaining movie is one that could capture the audience's interest and it usually contains humor. It is not easy to get audience's attention if the movie is too serious and tense. Regardless of the genre, a movie should have at least a little bit touch of humor in order not to be called as an emotionally-strict movie. In fact, even emotional movies have scenes of comedy. All the factors mentioned above are the top things that successfully steal the audience's heart.

Speaking about wider audiences which might be of other countries, language is an obstacle for them since not all people master the language in which the movie was produced. This is where translators play a pivotal role. Through the act of translation there is an act of transferring the messages in the movie from the source language to the target language in order to make the target audiences enjoy the movie easily.

Since there is a significant increasing interest of worldwide audiences including Indonesian people watching American movies, translators, at this point, have something more to do. In order to make people enjoy the movie well, the subtitle of the audience's language should have a good quality. Not only because some people do not understand the language in it, but also because there are some parts of the source has language that contain cultural stuffs like humor. Humor is not a universal thing that could easily be understood by anyone in any country. Even if there is still a universal one, but when it appears in a particular movie from a particular country, mostly it contains cultural humors that can only be understood by the natives or people who have learned their language and culture.

However, a translator who masters both the source language and the target language will have to consider some factors before translating difficult expressions like humor. Besides having to decide whether the target language reader understand the humor, translators also have to render the humor-inducing effect of the source text. They have to make sure that the source humor can function as humor in the target culture. Translators' ability to make creative decisions is often tested by culturally bound elements and language-specific devices in those expressions.

Here is an example of verbal humor expression from an American computer-animated comedy movie entitled *Madagascar*. This movie was produced by DreamWorks Animation and released on May 27, 2005.

SL: Did that just say Grand **Central Station**? Or my aunt's **constipation**?

TL: Katanya "Stasiun Grand **Central**" atau "bibiku **mual**"

(*Madagascar*)

The words ‘Central Station’ and ‘constipation’ are considered wordplay due to their sound similarity. The translator translates them into *Bahasa Indonesia* by replacing the wordplay with two words with the same rhyme of ‘al’, that is ‘central’ and ‘mual’. That is the example of verbal humor in terms of wordplay. When translating wordplay, the translator has to notice some aspects. A translator has to maintain the wordplay of the ST in the TT. It is not easy to maintain the whole aspects when translating wordplay, thus, the TT does not necessarily have to possess the exact meaning and form of the ST as long as both the ST and TT share similar concept and the humorous effect of ST can still be felt in the TT. Another example of verbal humor use can be found in *Modern Family* sitcom. It is an American sitcom television series that won many awards.

(Luke’s head stuck in the bane stair and Phil try to get him out of it with a baby oil.)

SL:

Phil : Buddy, why do you keep getting stuck like this?

Luke : I thought I can get out this time.

Alex :I’m just gonna say it, he needs to be checked by a specialist.

Luke : Aaa... (Finally can get his head out)

Phil : There! Be free, **Excalibur!**

TL:

Phil : Kawan, kenapa kau selalu tersangkut seperti ini?

Luke: Aku pikir aku bisa keluar kali ini.

Alex: Harus aku katakan, Dia perlu diperiksa sama spesialis.

Luke: Aduh...

Phil: Sudah. Bebaslah, **Excalibur!**

(*Modern Family-S1,Ep1*)

The example above belongs to proper noun allusion. Excalibur is a legendary sword attributed with magical powers owned by King Arthur in the mythology of Great Britain *King Arthur*. This sword can only be drawn from the stone by Arthur, the rightful king. In relation with Luke's case, Luke's head is compared to Excalibur in the stone or in this case, the bane stair that is going to be drawn by his father. The use of loan translation strategy in translating 'Excalibur' makes the word transferred without any change. Only people who know what Excalibur is will understand the jokes.

This is another example of allusion used in verbal humor. It occurs in *Guardian of the Galaxy* movie. This movie is the object that the researcher used as the data source. In this scene, Peter Quill cast by Chris Pratt was caught trying to take the sacred orb from the mysterious planet by Korath and his troops. Korath then interrogates him while his troops hold into him.

SL:

Korath: You don't look like a junker. You're wearing Ravager garb.

Peter: This is just an outfit, man. **Ninja turtle**, you better stop poking me.

TL:

Korath: Kau bukan tukang barang bekas. Itu seragam Ravager.

Peter: Ini hanya pakaian. **Kura-kura Ninja**, berhentilah menyodokku.

(*Guardian of the Galaxy*)

The conversation above shows the use of verbal humor, allusion. The expression "*Ninja turtle*" drives the reader to think about the famous character in

Teenage Mutant Ninja Turtles movie. *Teenage Mutant Ninja Turtles* (TMNT) was first published as a comic book series in 1995 by Archie Comics. The characters are then adapted to screen and became popular all over the world. It specifically refers to proper name allusion types of verbal humor. The expression reminds the viewers to certain popular figures, *Teenage Mutant Ninja Turtles*, Leonardo, Donatello, Michaelangelo and Raphael that creates a humorous effect and makes the viewers laugh.

In *Guardian of the Galaxy* movie, the researcher would like to analyze whether the SE and the TE, especially the expressions that contain humorous expression, are rendered in a good way or not. Humor is a big thing when it comes to translation. Not only the language from the ST that is translated to the TT that matters, but also the fact that not all countries share the same way to deliver humor. *Guardian of the Galaxy* contains a lot of jokes that suit the researcher's thesis about humor. Thus, *Guardian of the Galaxy* is an interesting object to be studied.

B. Focus of the Research

Commonly, there are three major problems of translating humor related to the movie. The three problems are from linguistic aspect, cultural aspect and subtitling aspect.

The first problem is from linguistic aspect. Translators might find complicated humor expressions and translate them directly without considering some aspects. They do so because it is unusual for translators to alter the structure

of the language as long as the meaning of the whole sentence is maintained. Yet, the audiences will be unable to understand the subtitle completely because the humor is unsuccessfully rendered. Most humors depend on the structure of the language. Usually, it is because of the structure, then the humor is created. When humor is translated, the language structure changes, which will then sometimes cause the humor loses its essence and become less meaningful in the target language. That is why it is not at all easy for the translators to translate humor.

The second problem is from cultural aspect. Translation is not merely an act of substituting the words from one language to another language. It is also an act of transferring the source language's culture to the target language's culture. Sometimes, what is considered a humor in one culture may not be considered the same in others. A translator should find the most appropriate strategy in order to successfully convey the messages in the target language to make sure that the translation is acceptable in the target language.

The third problem occurs from the subtitling aspect. Subtitling, which is an act of translating dialogs in movies into sentences on screen is not an easy thing to deal with by the translator. It has distinguished challenges for the translators that are different from other types of translation that they usually faced. In subtitling, the translation of the target language is usually provided at the bottom of the screen. It must be fitted in two lines or three at most. The length of every line should contain no more than 40 characters. Besides, because of the limitation of the duration, translators should be able to reproduce the dialogues from the source language to the target language without losing the meaning that

the original text tries to convey to the audiences. Thus, translators' capability to produce the desired effects and the acceptability of the humor's translation are tested here to prove whether they are qualified translators or not. Here is the example.

SL: 'Just think of what work it would make with the day and night! You see the earth takes twenty-four hours to turn around on its **axis** -'
'Talking of **axes**, said the Duchess,
'chop off her head!'

TL: "Coba bayangkan akibatnya pada siang dan malam! Kau tahu, bumi memerlukan waktu dua puluh empat jam untuk berputar pada **porosnya** –
"Omong-omong soal **kapak**" kata sang Duchess, penggal kepalanya!"

Catatan kaki:

1. *Poros dalam bahasa Inggris adalah axis.*
2. *Kapak dalam bahasa Inggris adalah axes. Axis dan axes terdengar mirip. Maksud Alice mengatakan axis. Sementara sang Ratu berpikir Alice mengucapkan axes.*

(Alice Adventure in Wonderland)

In the example above, the translator tries to give additional information to the readers that there is a wordplay found in the text by using footnote in the same page. The expression of 'axis' and 'axes' are belongs to the wordplay, specifically homophony which sounds similar. Alice intended to say 'axis' which in *Cambridge Advanced Learner's Dictionary Third Edition* means a real or imaginary straight line which goes through the center of a spinning object, or a line which divides a symmetrical shape into two equal halves, or a line on a graph used to show the position of a point, but what the Queen heard was 'axes' which means a tool used for cutting wood and which consists of a heavy iron or steel blade at the end of a long wooden handle. The mishearing of the Queen cause laughter of the viewers.

This research will focus on three problems. They are the types of verbal humor, the strategies used by the translator in translating the verbal humor and the degree of equivalence of the translation of verbal humor in *Guardian of the Galaxy* movie. Based on the problems identified above, the problems of the study are formulated as follows.

1. What types of verbal humor are found in *Guardian of the Galaxy* movie?
2. What strategies are used to translate the verbal humor in *Guardian of the Galaxy* movie into the *Bahasa Indonesia* subtitling text?
3. What are the impacts of the translation strategies on the degree of acceptability in verbal humor of *Guardian of the Galaxy* Indonesian subtitle?

C. Objectives of the Research

Based on the formulation of the problems above the objectives of this study are:

1. to describe the types of verbal humor found in *Guardian of the Galaxy* movie
2. to describe the strategies used by the translator to translate the verbal humor in *Guardian of the Galaxy* Indonesian subtitle, and
3. to evaluate the impacts of the translation strategies on the degree of acceptability in verbal humor in *Guardian of the Galaxy* Indonesian subtitle.

D. Significance of the Research

The aim of this study is to bring the following significances:

1. the study can be used as a reference for those who are interested in conducting a study related to the translation of verbal humor,

2. the study can give contribution to the field of translation studies especially in relation to the translation of verbal humor, and
3. the study can give some insight for the translators when they are translating verbal humor.