

# CHAPTER 1

## INTRODUCTION

### **A. Background of the Research**

Technology has developed enormously in today's globalization era. With its impact especially in the field of communication and information, nowadays people from different countries are connected and able to exchange information all over the world. The entry of works from developed countries to developing countries such as books, films, novels, documents, magazines, newspapers, literary works, and others are also no exception as the result of the technology. However, a challenge comes when most of those works are usually made in English. Specifically, the problem appears for those who have a lack of knowledge of English as well as in Indonesia, English is a foreign language. In consequence, it is uneasy for the Indonesian people to conceive the information in such works due to language differences. Therefore, translation is required to overcome the barriers of language differences

Translation plays a crucial role as a medium between two or more different languages. It unites cross-country communication. The purpose of translation is to communicate the idea, information and knowledge by a language user to others. Therefore, by translation, a source of knowledge and information can be accessed easily and quickly. Catford (1965: 20) defines translation as a converting process a text in one language to another. Different from Catford, Nida and Taber (1982: 12) utter that translation is a reproduction process of a natural equivalent message from the source language into the target language which maintain the meaning

and the style. Further, they explain that translation involves the adjustments towards its grammatical and lexical.

Those two translation definitions indicate a similarity. It is about changing, substituting or reproducing two or more different languages from the source language to the target language. Source language (henceforth SL) is the text translated from, meanwhile, the target language (henceforth TL) is the text translated to. Nevertheless, in its practice, translation is not that simple activity to change or reproduce a word or a phrase by using the same term (Newmark, 1988: 5). One of the most essential intentions of translation is it must express the message inside. In expressing the appropriate message, a translator should also pay attention to the cultural value, grammatical aspects, the context, social setting, diction, etc of both languages. In short, it could be stated that translation implicates a complex activity. For these reasons, having bilingual competence is indispensable for a translator.

As one of the globalization impacts, translation exists as the bridge of global communication. Translation receives overwhelming attention from the world through the rise of globalization (Machali, 2009: 23). In recent years, the vigorous growth of translation has been beneficial and helpful in many aspects. Such benefits are also enjoyed by foreign movies enthusiasts in Indonesia. The presences of movies translation attract the interest of numerous audiences in facilitating them with a more convenient way to understand the movie story as the native audiences do. It supports the foreign audiences to enjoy the equal artistic sense as the native audiences (Cheng, 2017).

Currently, there are still many people choose film as an entertainment option as well make it as a tool to learn about its value and culture. A film is able to spoil the audience with an interesting image display supported by the sound. Besides to overcome stress, a film which consists of considerable idea and information could also be an equipment to find inspiration and awaken imagination for some people. This is supported with Szakorkowska's statement (2005) that different cultures presented both verbally and visually in films are highly influential vehicles and immensely persuasive in presenting its values, ideas and information. Hence, it is not surprising that watching a film still becomes a hobby for most people. It could be seen from the cinema situation that always been fulfilled by movie enthusiasts from children to adults.

Through the advancement of film industry, a number of imported films enter Indonesia these days. It makes the study of movie translation become an interesting field to be studied. Dealing with it, translation in the movie is known as *Audio Visual Translation* (AVT). In AVT, there are two methods that are widely used, those are *subtitling* and *dubbing* (Bordwell and Thompson, 1990: 409). *Subtitle* or also called *screen translation* is a translation technique by displaying the translation of the dialogue of the film's characters on the screen in written form without changing the voice of the characters. Meanwhile, *dubbing* is a movie translation technique by transforming the voice of the dialogue of the character with other translated sound.

Then, the focus of this study is merely to subtitle translation. A film industry usually prefers to choose subtitle as it is more economical and faster (Fois, 2012).

The main role for subtitling is to assist the TL audiences to understand audiovisual products as in their languages. (Khalaf, 2016). However, translating a subtitle is distinct from a text. In translating subtitle, a translator transforms the spoken language to a written text which takes place at the bottom screen by completing certain requirements. Hatim and Mason (2001: 65) state that the appearance of a subtitle cannot be more than two lines of 30-35 letters per line. In consequence, the audience has a relatively short time to read subtitle text. It is for about 2-5 seconds. It stands to reason that subtitle translation should be brief, but it is still understandable for the foreign audiences.

The aforesaid facts establish an interpretation that translating the subtitle is an uneasy task for a translator. A translator is necessary to possess amount of technical knowledge. Cintaz and Anderman (2009: 22) declare that a translator has to deal with the time, space, and presentation constraints. In addition, the fact that translation involves two different languages which deal with a different system, grammatical rule and culture are also undeniable. As a result, it is uneasy for a translator to preserve the form and meaning in SL due to the aforementioned reasons. The existence of the rules and other challenges in translating subtitle make a translator ought to do necessary adjustments in the product of translation in order to produce a natural and acceptable translation. Those adjustments cause a shift which is known as translation shift exist in the translation.

According to Hatim and Munday (2004: 26), translation shifts is small alteration in the linguistic which happens among SL and TL. Basically, the concept of shift is about changing, replacing, substituting, or simply additions or

deletions (Dori, 2016). Shift usually occurs in the translation process because of the diversity on the characteristic of every language. The discrepancies in grammar, culture, terms, expression, and other system and rule between the SL and TL contribute to the occurrence of shift in translation.

Nevertheless, the occurrence of shift is not prohibited in translation. Some experts agree that it could be a strategy in translation. It is applied to make a text can be acceptable by society in the TL. It matches Farrokh's (2011) conclusion that the use of translation demonstrates the translator's tendency and insight towards the translation naturalness between the SL and the TL. Shift is also usually applied by a translator to achieve equivalence for the reason of good translation quality. Therefore, it could be stated that the phenomenon of shift is unavoidable in the translation process.

Shift is still an important issue to be discussed in translation studies. This concept is used to see language differences. Catford (1965: 73) separates shifts into two types; *level shifts* and *category shifts*. *Level shift* is about the linguistic level of SL which is different from the linguistic level of the TL. *Category shift* is the deviation in the linguistic form in translation. Category shift is subdivided into four types; *structure shifts*, *class shifts*, *unit shift*, and *intra-system shifts*. Shift phenomenon is found in the translation of *The Maze Runner* subtitle. For example:

SL : I'm just gonna **take a look**.  
TL : *Hanya ingin **melihat** kesana.*

In the example above, the expression of “take a look” in the SL is a verb phrase. Then, it is translated to be a verb “*melihat*” in the TL. In other words, translation shift occurs. It changes the rank in the SL from a verb phrase to be a

verb or a word in the TL. In short, it could be classified as a unit shift. Another example in this film is, as follows:

SL: Trust me. The maze is **a dangerous place.**

TL : Percayalah, labirin **tempat yg berbahaya.**

In this sample, it can be said structure shift occurs in the process of translation. It is because the noun phrase sequence in English is translated into different sequence in Indonesian. In English, it arranges from MH pattern (modifier “dangerous” followed by head “place”). However, in Indonesian, it is translated to HM pattern (head “*tempat*” followed by modifier “*yang berbahaya*”).

A shift on the examples above is usually carried out by a translator to achieve equivalence. Equivalence means that a language is equal (the same worth or function) with another language when it is translated (Pym, 2010: 6). Baker (1992: 10) states equivalence means the SL contains the same message as the TL. In a nutshell, equivalence reflects to the sameness of the meaning. Catford (1965:21) states that it is a translator’s main role is to establish translation equivalence both in terms of nature and conditions. As there are two or more different languages involved in translation, it seems to be impossible to establish quite similar meaning in translation. Therefore, in the product of translation, it might consist of loss and gain of information.

Based on the experts’ statement above, equivalence in translation should be achieved in the product of translation. In other words, it should not be ignored. The key goal of translation is to convey the equivalent message. Consequently, it is a translator’s role to preserve the meaning. If it is difficult for them to find it, their task is to find the meaning as close as possible with the original text. It must

be kept in mind that the form may be changed but meaning must be sustained. Accordingly, the translation purpose as communication connector could be achieved. The phenomenon above interests the writer to analyze more about the translation shift in the translation of the movie subtitle of *The Maze Runner*. Thereupon this study also described how the phenomenon of translation shift occurs, how shifts affect its equivalence, whether or not loss and gain of information also occurs and what possible reasons for the occurrence of shift in translating movie subtitle of *The Maze Runner* are.

*The Maze Runner* movie was chosen because this movie was one of the most popular movies in Indonesia. It means this movie is quite familiar in the society. It is proven from the number of total ticket sales that achieved US \$ 32.5 million, or around USD 382 billion in its first week (CNN Indonesia, 2014). According to IMBD (2014), this movie also won some awards such as best fantasy movie in Golden Trailer Awards, Best Original Score for an Action/Adventure/Thriller Film in International Film Music Critics Award (IFMCA), etc. Moreover, the story of the movie comes from the best seller novel written by *James Dashner*. Being a popular movie, the presence of subtitle translation is very crucial in this movie. When the researcher watched this movie, the researcher found there are many shifts as the technique applied by the translator. Therefore this study entitled “A Shift Analysis in English-Indonesian Translation of the Movie Subtitle of *The Maze Runner*”.

## **B. Identification of the Problems**

1. Subtitle translation could be a challenge for a translator because of the existence of subtitle translation rule. A translator has to deal with the time, space and presentation constraints.
2. The fact that different languages bring different system, grammatical rule and culture are also undeniable cases in translation.
3. The main purpose of translation is to communicate the same message or intention from the SL to the TL. In other words, equivalence in translation needs to be achieved.
4. The occurrence of shift in the translation may consist of loss and gain.
5. The occurrence of shift in the translation could stand for some possible reasons.

## **C. Limitation of the Problems**

This research is limited and focused to explain the types of shift, its degree of equivalence, the types of loss and gain, and the possible reasons which may cause the shift phenomenon in movie subtitle translation of *The Maze Runner*. The data analyzed are in the form of words, phrases, clauses and sentences.



#### **D. Formulation of the Problems**

The problems of the research are formulated as follow:

1. What types of shifts are applied in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
2. How is the degree of equivalence achieved in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
3. What are types of loss and gain in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
4. What are possible reasons which may cause the occurrence of shift in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?

#### **E. Objectives of the Research**

Based on the formulation of the problems above, the objectives of this research are:

1. To explain the types of shift found in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
2. To explain the degree of equivalence achieved in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
3. To explain the types of loss and gain in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?
4. To explain the possible reasons for the occurrence of shift in the subtitle translation of *The Maze Runner* into Bahasa Indonesia?

## **F. Significance of the Research**

This research is expected to provide the significance for the readers both theoretically and practically.

### 1. Theoretically

b. This research is expected to be used as one of the references or information source by the readers or next researchers, especially in the translation field, for those who want to make paper or research about subtitle or other kinds of audiovisual translation.

c. This research is expected to enhance the students understanding about the occurrence translation shift, equivalence degree and loss and gain in subtitle translation.

### 2. Practically

a. This research is also expected to be used as a consideration or evaluation by translators, in order to decide the right technique in the translation process and get a good result in the translation product.

b. This research is expected to motivate applied linguistic students to be more interested to conduct a study in terms of translation study.