

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Western culture has significantly increased its flow of knowledge, information, interest, and entertainment through multimedia (Subagja et al., 2020). In their native languages and cultures, they can be found in TV shows, videos, songs, and movies. One particular form of entertainment, the movie, has evolved into a communication instrument for disseminating a wealth of ideas and information that powerfully influences the audience (Terry, 2019). In this modern age, the film industry has emerged as a popular medium for attracting larger audience.

Watching movies is a popular form of entertainment in global culture and still enjoyed within this era (Romans, 2015). It is watched not only by adults, but also by Indonesian children and teenagers. People enjoy watching various genres of foreign films, such as in horror movies, action films, cartoons, or animated series from other countries, as well as domestic cinema. Films made in other countries, particularly those from the United States are very welcomed in Indonesia (Lestari & Sihombing, 2022). However, due to the fact that the dialogue is in English, some may be confused. Hence, some Indonesians may struggle to comprehend the content of movies. This is due to a lack of knowledge of foreign languages, particularly English.

The primary means of communication is language (Kurniati, 2017). International communication takes place through the use of English as it is used by people to communicate on a global scale (Rao, 2019). English is now used in entertainment media, such as books, music, movies, and more, in addition to communication. We now depend on such media as a source of amusement. We are aware that not every

Indonesian can readily comprehend English in such media. To enable people to comprehend the material, they require an Indonesian translation of the language from the items. When it comes to foreign films, some Indonesian viewers might prefer to have a form of translation in order to comprehend the film. There are various translations of the aforementioned entertainment mediums. Certain prerequisites must be met in order to comprehend the foreign film. Subtitling and other techniques, such as dubbing, can be used as a means for translation.

Translation is an essential part of learning a foreign language. It is now crucial in facilitating effective communication. Over the last two decades, the field of study known as Translation Studies (TS) has expanded, and screen translation has gradually emerged as a new subfield (Pratiwi, 2023). The methodology used in the newly established discipline of translation studies is Audiovisual Translation (AVT). The two types of Audiovisual Translation are subtitling and dubbing. "Subtitling is a visual process that involves superimposing textual text on the screen. Dubbing, on the other hand, is an oral translation technique that employs the audio channel in screen translation; it is one of several such techniques (Baker & Hochel, 2001).

Throughout the last century, the film industry has made significant contributions to bringing the beauty of languages to the world through Audiovisual Translation (Cintas, 2005). Especially the hegemonic American film industry, which produces a diverse range of films. Because of the increased global interest in the film industry, the study of Audiovisual Translation has received a lot of attention (Kao, 2011). A growing number of studies, particularly those on subtitling, are now available to the general public. This research is being conducted in Indonesia, where subtitles are the most commonly used form of Audiovisual Translation. The majority of the industry in Indonesia is made up of English to Indonesian screen translations (Sari & Zamzani, 2020).

In the age of globalization, the exchange of information and culture is unavoidable, and translating between languages and cultures is essential. Audiovisual Translation (AVT) is a relatively new category in the field of translation that includes the translating, subtitling, and dubbing found in television shows. Other authors, in addition to AVT, use the term "audiovisual language transfer" to describe the process by which an audiovisual program containing materials in a source language is rendered accurately and clearly so that the target audience, who are not native speakers of the source language, can understand it (Ghaemi and Benyamin, 2010).

Subtitles in the film play an important role in guiding viewers through the plot. Diaz-Cintas (2012) defines subtitling as a translation technique that involves presenting the original dialogue exchanges presented by several speakers in text, typically at the bottom of the screen, and translating them into a target language. The difficult part of subtitling is determining how to translate the message from the source to the target language. Subtitling strategy is thus required in order to create a good subtitle. This way one can translate a message, even from an unsavoury aspect of a language, the swear words.

Swear words occur more frequently now than in the past, particularly in Hollywood films, as language norms in the media have shifted significantly in the last decades (Cressman, Callister et al. 2009). That does not necessarily mean people swear more at present than in the past, but it may mean that swearing became less taboo in the media over time. Moreover, it is an undeniable fact that films play a crucial role in shaping and reshaping thoughts and establishing cultural exchange and diffusion. However, when such films are subtitled from an open and liberal culture such as American culture to conservative cultures such as Indonesian, several cultural differences will emerge. One of these differences relates to the fact that swearing is considered by many as taboo. The use and manner of swearing varies significantly among cultures and what can be acceptable in one culture might be very offensive to

others. These variations between languages and cultures regarding swearing constitute a thorny challenge for Indonesian subtitlers of American films. All these reasons have accumulated to form the motivation for this study.

1.2 Research Problems

Based on what had been described in the background of the study, it can be inferred the question for the study as follows.

1. What are the types of subtitling strategy used by subtitler in converting the source language into target language?
2. How did the subtitler presented the messages from different perspective into the target's understanding or use of swear words through subtitling?

1.3 Objective of the Study

The objectives of the study are:

1. To find out the subtitling strategy within the subtitle for film *Fight Club* from English into Indonesian.
2. To convey the message utilized by subtitler in presenting the messages of multiple swear words.

1.4 Significance of the Study

From this study, the author expected to benefit both academic and practical purpose in terms of understanding utilization of subtitling as presented below.

1. This research aims to assist individuals interested in learning translation strategies, particularly those in the subtitling industry.
2. The purpose of this research is to increase understanding of subtitling concepts and methods.
3. This research is expected to aid subtitlers and translators in producing high-quality translations, particularly when using subtitling techniques to subtitle works.
4. The findings of the study are expected to help translators and subtitlers pay more attention to the readability of subtitle works.

