CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is used in many aspects of life in order to share information, ideas, and cultures which are contained in entertainment industries, education, sports and one of them is the movie. Translation is an activity to facilitate the viewer to understand the information or the messages which are contained in the movie itself. For example, when readers read a foreign novel, they feel easy to get Indonesian version or when they watch movie in English subtitle, they need Indonesian subtitle to understand the meaning clearly. It means translation process will be needed.

Furthermore, people are facilitated to understand what the writers or actors conveyed, and facilitated to get and learn the other aspects from the other countries. Such as in Indonesia, there are many books and subtitles translated to Indonesia or vice versa. In the process of translation, it is not only change the meaning from one language, but the translator should have knowledge of culture, idea, and the custom from the source language (SL) to make the product be understandable and appropriate with the reader and viewer. To resolve the problems of cultural terms of translation, translator have to be able to translate various translation which usually applied some procedures to resolve cultural term problem, because bad or good translation depends on the translator who have knowledge about the target language.
For that reason, the translator should consider some techniques of translating. The translators can use some variations of translation technique in any product of translation such as in translating subtitle of any kind movie.

Movie is a popular media. Along with the technology progress, movie has better sound, more colourful and entertaining. Movie becomes essential since many people feel that movie can entertain them in every kind of situation. People have right to choose the movie genres they like to see. They may prefer drama, comedy, action, or etc.

Movie is able to convey message to the audience through three aspects which are picture, dialogue, and music. These aspects are united and form the movie. Picture is the visualization of the story on the screen, dialogue is the conversation happening in the movie, and music is the sound effects of movie which gives effect to the story. Since the movie needs to be translated, the language is different with the viewers. Surely, movie involves culture and the culture has to be transferred to the target language.

It is not an exception that translation is undoubtedly needed in many aspects of people’s life and entertainment industry. The British and American rule the entertainment industry in the world. Hollywood, the biggest and the most popular movie industry in the world, is one of the examples. They use English as their first language and apply it in their works.
*Drag Me to Hell* is one of the TV series from America, which is produced in Hollywood. It uses the American daily life conversation, so, many cultural terms appear there. The cultural words needed to analysis because it will be one of the problems to translate without changing meaning, since every country has different cultural words and sometime there are not equivalent between source culture and target culture.

*Drag Me to Hell* is an American horror genre, and this movies is 2009 best American horror due to genre of this movie is appropriate to the viewer from another countries because it’s genre is able to convey his own cultural horror to the viewer from another countries especially to Indonesian viewer.

As stated by Neale (2000): “Genres do not consist only of films: they consist also, and equally, of specific systems of expectation and hypothesis that spectators bring with them to the cinema and that interact with films themselves during the course of the viewing process”

This movie has some aspects which is proper to be researched based on the view of translation technique such as cultural terms, idiomatic expression, and so on. Like some cultural terms occur in this movie, *Drag Me to Hell* have some cultural terms that need to be translated well, technique of translation is involved in many ways as well. Translating movie containing cultural terms becomes challenge as the translator in finding the appropriate techniques in translating it. The challenge is even
bigger since the translation will be in the form of subtitle, which has to be simple as it only appears in several seconds.

For that reason, in this research, the researcher analysed the kind of cultural terms and translation techniques of cultural terms found in Drag Me to Hell movie by Sam Raimi.

1.2 Research Questions

In order to get the result of the English-Indonesia translation based on the cultural context in the movies entitled Drag Me to Hell, researcher answered two questions in the following questions:

1. What kind of cultural terms are found in the subtitles of Drag Me to Hell movie by Sam Raimi?
2. What translation techniques used by Sukair in translating cultural terms in the subtitle of Sam Raimi’s Drag Me to Hell movie?

1.3 Purpose of the Study

According to the research questions above, the purposes of the study are:

1. To find out the cultural terms that are found in the subtitle of Sam Raimi’s Drag Me to Hell movie.
2. To explore the translation techniques that are used to translate the cultural terms found in the subtitle of Sam Raimi’s Drag Me to Hell movie.
1.4 Limitation of the Study

This study focused in finding cultural terms, and translation techniques used by translator, and limited by some parts of dialogues duration which contain cultural terms in *Drag Me to Hell* movie.

1.5 Significance of the Study

The result of this research is expected to have the following significances.

1. Theoretically, the research finding is expected to enrich the study of translation, especially in the translation analysis of cultural terms in English subtitles of movie to Bahasa Indonesia subtitles or vice versa.

2. Practically, this research is expected to give comprehensive feedback to the English students particularly in order to overcome the barriers in translating cultural terms of books, discourses, and English subtitles to Bahasa Indonesia subtitles or vice versa.

1.6 Keys Definition

In this part, the researcher will explain some definitions related to this research, they are Definition Translation, Definition of Translation Techniques, and Definition of Cultural Terms.

1. Translation

Translation is a product of shift of source language to target language, and translating is an activity in transferring from source language to target language.
According to Hatim and Munday (2004: 3): “translation as a process and as a product. They propose that “the first sense focuses on the role of the translator in taking the original or source text (ST) and turning it into a text in another language (the target text, TT). The second sense centres on the concrete translation product produced by the translator.

2. Translation Techniques

Translation technique is the procedure to analyse and classify the way of equivalence can happen. Translation technique is called as the realization of the decision, making process, where the product of translation can be identified on the translation result. Molina and Albir (2002: 509) defined: “translation techniques as procedures to analyse and classify how translation equivalence works”.

3. Cultural Terms.

Culture is the way of life as an evidence of intellectual development in human society that uses a particular language to express. Moreover, the cultural term is a term expressing the way of life as an evidence of intellectual development in human society. As described by Guo (2012): "Culture as patterns of customs, traditions, social habits and values ‘the entire ways of a people’. Cultural term is also as identities of people in particular country, for example lacak, one of identities of Jambi (one of provinces in Indonesia). Lacak is an ethnical accessory worn on the head by men.