

CHAPTER I

1.1 Background of the Research

Translation has become an important part of human life. It is used anywhere on a book, movie, advertisement or government paper. Especially in this economic era where we can easily talk and sell our product to foreigners on the internet, translation is needed. According to Newman (1988), translation is delivering the meaning of a text into another language in the way that the author intended.

With the widespread of foreign movies, a new translation term is created; it is called AVT (Audio Visual Translation). Chairo (2012) refers to the transfer of a language in audiovisual works such as web pages, movies, and video games. One of the most popular types of AVT is movie translation. When watching a movie from a foreign country, the movie is usually provided with either subtitles, dubbed, or both in order to understand it. In dubbing, the original audio is changed to the language that the audience understands. Dubbing is quite complicated to do because the translator must be able to adjust their translation with the mouth movements from the movie because sometimes the translation can be longer or shorter than the original language. In translating, the translator is expected to translate one language to another without changing the meaning. This is very difficult to do especially in translating humor, because the translator must master the source language and the target language.

One of the problems in dubbing that the researcher found is culture translation. Translating culture is hard because the acceptability is different for each country, for example in the translation of Pokemon in the United States, onigiri or Japanese rice ball translated as donut because in the US onigiri is not well known. Another

example is in the Indonesian version of Dora the Explorer, in its original US version Dora the main character teaches Spanish but in the Indonesian version she teaches English because English is more popular than Spanish in Indonesia and English is a compulsory subject in Indonesian school.

The researcher chooses wordplay as special case to be discussed because the researcher insists to see what kind of strategies the translator use to translating wordplay in animation and what kind of wordplay in Spongebob Squarepants movie. Considering translating wordplay is very difficult plus they translate audiovisual media where they must follow the speech timing. Another reason is because the translator saw many humor and wordplay in animation doesn't make sense when translated to Indonesian. Other than that, the researcher also found many translators especially fan-translator tend to translate word for word that makes the translation work sounds stiff. Spongebob squarepants chosen because it is one of the popular animations in the world that has been translated into many languages and one of them is Indonesia. This animation contains a lot of humor and wordplay that makes a challenge in translating.

1.2 Research Questions

This research consists of two questions:

1. What kind of wordplay are found in spongebob squarepants?
2. How is the degree of equivalence of the translation of the wordplay in Spongebob movies into Bahasa Indonesia?

1.3 Purpose of the Research

1. The purpose of this research is to find out the types of wordplay in spongebob squarepants movie
2. the degree of equivalent of the wordplay translation of spongebob squarepants.

1.4 Limitation of the Research

In this research the problem is limited on identifying types of wordplay, it's translation techniques and the degree of equivalence in the translation. Another limitation is the researcher is focus on wordplay in spongebob squarepants movie.

1.5 Significance of the Research

The significance of this research are

1. It is expected to enrich the knowledge about wordplay and audiovisual translation for people who have particular interest in this topic
2. It is can be used as reference for future researcher.

1.6 Definition of Key Terms

Wordplay:

The witty exploitation of the meanings and ambiguities of words, especially in

puns

Dubbing:

O'Connell defined dubbing or also known as revoicing (Kuhiwezak and Littau, 2007) specifically as the preparation and recording of the target language voice tract

Translation:

Newman (1988) translation is delivering the meaning of a text into another language in the way that the author intended.