

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is always associated with language and is also closely related to the culture of two or more countries. Newmark (1988) defines culture as the way of life and its manifestations that has differences in terms of behavior, habits, customs used in a particular language as its means of expressions. One of the differences are reflected in the language and its translation and will be discussed in this study. According to Nida and Taber (1974, p.12) in Hasan (2008) translating means diverting messages contained in the source language (SL) into the target language (TL) so that the people who read (or hear) the messages in source language (SL) feels like the person reading the translation in the target language (TL).

The writer wants to analyse the subtitle of the new movie of Scooby-Doo which title *Scooby-Doo Return To Zombie Island*. Scooby-Doo is an American television animated series produced for television shows Saturday morning (airtime for children's television shows in the US). This animated film has been produced in several different versions from 1969 to the present.

The Scooby-Doo animation series was created by Joe Ruby, Ken Spears (story) and Iwao Takamoto (character designer) for Hanna-Barbera Productions, producer of animated films that produced many other series related to Scooby-Doo then he bought this production house by Warner

Bros in 1997. Warner Bros then continued the production of this animated series ever since.

These five figures Scooby-Doo is a talking dog and four teenagers: Fred "Freddie" Jones, Daphne Blake, Velma Dinkley, and Norville "Shaggy" Rogers (officially known together as "Mystery, Inc." though not originally named as such) travel around the world in a van called "Mystery Machine", and solve various mysteries related to ghosts and supernatural powers. At the end of each episode, the magical power turns out to have a plausible explanation, usually of criminal plans that use costumes and special mechanical effects with the aim of scaring or distracting attention.

Because Indonesians like Scooby-Doo films, the role of translator is very important to translate the original language (SL) of the film into Indonesian (TL). Translation is necessary for people who do not understand this language, therefore they can watch and understand the meaning of the film being watched. The example of data in the movie as follows.

Source Language (SL) : And the **cat people**. And danger

Target Language (TL) : Dan **manusia kucing**. Dan berbahaya

In data above, the translator uses calque. Calque is a literal translation of a foreign word or phrase; it can be lexical or structural (Molina & Albir, 2002). In the translated movie those words has changed in their position, according to the used in Indonesian language.

Based on the explanation above, the writer wants to (a) find out types of translation techniques from English into Indonesian in *Scooby-Doo* movie subtitle, and (b) to figure out the most translation techniques used in

Scooby-Doo movie subtitle and to know the reason why those techniques used.

1.2. Research Questions

Based on the problems discussed above, the questions are follow:

1. What are the techniques found in *Scooby-Doo* movie subtitle?
2. What are the most translation techniques used in *Scooby-Doo* movie subtitle and why are those techniques used?

1.3. Purpose of the Research

The purpose of the research are:

1. To find out types of translation techniques from English into Indonesian in *Scooby-Doo* movie subtitle.
2. To figure out the most translation techniques used in *Scooby-Doo* movie subtitle and to know the reason why those techniques used.

1.4. Significant of the Research

There are some significant points in this research. It is divided into two points:

- a. The readers

The result of this research hopefully can obtain more knowledge for the people who want to analyse translation techniques found in *Scooby-Doo* movie subtitle.

b. The development of linguist

The writer hopes that the result of this study can enrich the knowledge to development of linguist studies especially the translation techniques found in *Scooby-Doo* movie subtitle and to know the reason why those techniques used.

1.5. Limitation of the Research

There are many variations and types of the translation method, techniques and procedures based on some experts. This research focuses on the types of translation techniques of Molina and Albir (2002) that are found in the target language of *Scooby-Doo* movie subtitle. The writer will find out the translation techniques found in this movie and figure out the most translation techniques used in *Scooby-Doo* movie subtitle and to know the reason why those techniques used.