

CHAPTER I

INTRODUCTION

1.1 Background of the Research

People use language to communicate to each other every time. Without language, there will be no socialization among people in this world. As we know every country has their own language which is different from the other countries. For example, Indonesian and English have different phonological and grammatical aspects.

Nowadays, one way to understand content expressed in other languages, people used translation. Translation is a process of changing and transforming the source language to the target language (Catford, 1965). In the other words, it is the procedures of replacement of the source language to target language. The definition of translation is as rendering the meaning of text to another language in the way the author intended the text (Newmark 1988). Catford (1965) Translation is an operation performed on language, process of substituting a text in one language for a text in another. That is clear enough that theory of translating some language must delineate upon a theory of language.

The translation has many way and procedures to transfer the message from source language to the target language, category shift is one of the type of translating. Based from Catford (1965) that category shift has four types of shifts and they are Structure shift, Intra-system shift, Unit shift, and Class shift. Larson (1984) say that doing a translation require to analyze the text

comprehensively to determine the meaning in the SL and reconstruct the same meaning by using the grammatical structure which appropriate in the target language context. Nowadays, translation used in daily life such as, in the movie, news, tabloid, magazine, the procedures how to take medicine, makeup products, electronic things which come from the other country and already translated well into Indonesian. The translation helps a lot and gives benefit to some people who do not understand the source language.

In the process of translation, the translator should attempt to achieve the dynamic equivalence. Dynamic equivalence means the closest – natural equivalent to the source language message (Nida and Taber 1982) so it means when people read the translation, they will not realized that the text is the translated one, and there is no missing message in the translation. To achieve this dynamic equivalence the translator need to follow the rules and the procedures of translation, considering the target language, readership, and sometimes need to go beyond the text from source language to reach the target language to reach the equivalent meaning of the target language.

In this research, the writer focused on the subtitle of the movie of *Black Panther* that had been translated from English to Indonesian. Movie is one of many other entertainment objects beside songs, novels, poetry, games, *etc.* therefore, people who watch a movie can get something new or something that they never know before from it.

For some people who do not understand and do not have English as their mother tongue, the help of translation in the subtitle in the movie is very important, because subtitle that has been translated is the key for them to get along with the story and understood the content. When a

translator translates special movie from English to Indonesian, they need to make sure what they are doing and understand what is the exact message or meaning that come from the source language without changing anything that has no relation the target language. That what is called as the dynamic equivalence of translation. It informs the audiences the exact meaning of all the conversations happened in the movie so audiences also understand the story from what they watch. To make it happens the translator needs to understand and minimize the difficulties by using the steps such as of shifting in translation or category shift in translating. This movie used English as the source language and the writer used the subtitle that was already translated to Indonesian as the target language for the research analysis purposes. As the example of the structure shift that can be found in the movie of *Black Panther*

SL: To **your ceremonial outfit**

TL: Untuk *pakaian upacara*

From the translation above, the sequence of words in the source language, (SL) and the target language (TL) are different in the SL, the word **ceremonial** comes first while in the TL the word outfit '**pakaian**' comes first. The structure itself means it is the changing of word sequence in a sentence.

Black Panther movie is about a Hero from Africa called Black Panther, T'Challa, the king of Wakanda. This movie was produced by one of the biggest movie studio in Hollywood, Marvel Studios, where the heroes born, and based on the Marvel comics. Wakanda have five different tribes and vowed to keep the truth about their land from outside world four tribes agreed to live

under the King's rule, but one tribe, the Jabari chose to isolated themselves from the other four tribes in the mountains. Wakanda people protects their land with the vibranium, the strongest metal in the world and that what is made Wakanda has better technology compared to any other nations, but no other country knew about it not even one. When T'Challa becomes the King after his father death, he has mission to catch Ulysses Kleue but cannot do it by himself until his cousin, Killmonger that he never met and knew before, bring Ulysses to the border of Wakanda and challenge the King, T'Challa's place as a King. Killmonger take down Wakanda within a day and command to burn the entire Heart shaped herb, the plant that granted super human strength, speed and instincts. However in the end, T'Challa rules the Wakanda back after the war with his people.

This movie is very interesting. The imagination of this movie triggered the audience and quite entertaining to watch, especially for those people who like to watch heroes' movie and actually writer also a fan of hero movie, that is why writer choose this movie the research of data of this research. In this movie the writer will find out and analyse how the subtitle is translated to Indonesian, whether use the translation steps and procedures, and whether it has been translated good enough to send the actual meaning of the source language.

When the writer watches this movie, there are some text of the source language (English) that has been translated with the kind types of translating, category shift, specially the Intra system shift and Structure shift translated well into the target language (Indonesian).

1.2 Research Question

The research aims at answering the following research question:

1. What are forms of Intra-system shift and structure shift found in the *Black Panther* Movie?
2. What is the degree of dynamic equivalence of the translation from source language into the target language?

1.3 Purpose of the Research

The purposes of the research are;

1. To find out the form of Intra-system shift and structure shift in the *Black Panther* movie.
2. To find out the degrees of dynamic equivalence of translation of *Black Panther* movie from the source language into target language.

1.4 Limitation of the Research

There are varieties of interpretations systems and techniques. The category shift actually has four types but in this analysis writer focused on intra-system shifts and structure shifts only. The writer found the intra-system shift and the structure shift occurred in the *Black Panther* movie text and decided the words by using the value of category shifts in the subtitle from the source language to the target language. It based on Catford theory of translation. Here in the analysis, writer also aims the equivalence meaning of translation the translator applied in his work, where is this suitable and reach the principles of translation in order to make a good translation to the target language context.

1.5 Significant of the Research

This work has a few advantages to the public. The writer wished that the general public will comprehend and get something new or thought regarding the varieties of category shifts in translating and the degrees of dynamic equivalence from translating with category shifts especially the intra-system shifts and structure shift.

The exploration is valuable for English instruction study program, additionally for individuals who need to think about interpretation by and large move explicitly. The writer hoped that student will get more understanding in category shift and know how the impact of using the category shifts in translating so it can reach the dynamic equivalence of translation. There will be no mistake or wrong meaning deliver to the audience from the source language to target language. For the English study program that has intrigued on translation, this research indicated the information about translation, the category shift and the dynamic equivalence of the translation is. What is more, the writer hoped this research can be a model as reference to another author who is need to make research about translation, category shift especially in the Intra – system shift and structure shift.