

CHAPTER I

INTRODUCTION

1.1. Background of The Problem

Movies are now very popular. There are many stories which are real stories or the fictions that have been filmed and become watchable stories on screen. Directors around the world try to offer the best cinema to the audiences by providing the movies with many genres. Nowadays, making a movie is not always to offer entertainment to the audiences or only to satisfy the movie makers' hobby, but there is also a purpose when people make those movies, that is to earn a lot of moneys. Especially the foreign movies which are shown in any local theatre outside its own country tend to get lot of attention from overseas audiences. In this case, it will be profitable for the movie industries themselves. For example, the Hollywood movie which always has a place for its productions to come in. Usually those movies are mostly English movies that are translated to the local language where those will be shown. It is often called as the target language (TL). For instance, when the foreign movies are screened in Indonesia, the movie will be translated to the proper Indonesian language by using the subtitle.

As one of the ways to offer good understanding for the audiences about the movie, a subtitle used should be in the correct way and equivalent to the SL. Translation helped the audiences to understand the foreign language from the movie. It is one of the popular methods nowadays to help people understand another language around the world.

It is stated by Catford (1965), that translation is the process substituting a text in one language to a text in another.

In this era, translation is very often used. It can be seen from the movie as mentioned before, book and many other things in which two languages or are used. According to Newmark (1988), translation is the process used by the author or translator to render the meaning of the text into another language. In order to make understanding easier, translation also has many things to consider before deciding the appropriate one. One of them which should be considered is about the equivalence translations between the target and the source language. The equivalence of these translation are the empirical phenomenon and could be discovered by comparing SL and TL text.(Catford : 27 (1965).

As mentioned above translation could be very useful for many people in the condition or situations where two languages have been used. Machali(2000 : 11) stated that in translating at least there are two equipments usually needed to be considered. They are the intellectual equipment including the ability to master the source and target language, the application of the knowledge and the skill about the main problem which will be translated. The second one is the practical equipment which include the skill of using the supporting material of translation such as dictionary .etc.

The research on translation are already spread all over the world. It is widely used as the basic approach to find out more about any other cases in the scope of translation. There are a lot of strategies the translator use in the translation, for instance about the

translation procedures which have many part that should be considered in translating. As stated by Newmark (1988:81) at least there are eighteen translation procedures including transference, notes, additions, glosses etc. Actually, those procedures are very interesting to be analyzed.

Besides that, there is also other translation strategy used by many translators. It is called as the translation shift which concern with formal correspondence departures in the process of going from SL into TL. (Catford : 73(1965)). This shift are divided into two types, they are level shift and category shift which has four category in the translation, they are structure shift, unit shift, class shift and intra-system shift.

After considering those types, the author found that there are many translation shift appeared and could be analyzed in the source of the data of this research. It is a Hollywood movie which is observed through the translation process. Black Panther movie had been chosen for this analysis. Previously, this movie had been analyzed by the writer who collaborated with his friend and the lecturer applying category shift theory in the wider scope. At that time the research was presented in international seminar at Melaka, Malaysia 2019. After had some discussions with the supervisors, then the writer considered that this analysis could be continued by focusing on two types, they are class shift and unit shift. It is due to get deeper analysis which accompany by other translation theory such as equivalent in meaning by considering the movie translations principles. As it can be seen, this movie shows English as SL translated into Indonesia as TL in which represented through subtitle.

Black Panther movie is the part of Marvel Cinematic Universe's franchise which was produced by one of the biggest studios in the movie industry. It is Marvel Studios which is more concerned about the super hero movie based on the Marvel comics. The movie itself describes about the African superhero from the Land of Africa called Wakanda. This superhero is called Black Panther, the named inherited from their family. In this case Tchalla as the oldest son in his family and the main character as well, took his father position as the king of Wakanda because his father was dead in the last event in Civil War Movie. Black Panther protect his nations from his bad cousin who appeared suddenly and want to conquer the Wakanda.

As one of the popular movie in 2018, many people around the world were interested to watch this movie. It is proven by the income of this movie were very huge and break many box office records such as become number one among the genre of superhero-origin movie all time and now Black Panther also reaches more than 1.3 billion US dollar worldwide and become the eleventh highest movie grossing all time. (Box Office Mojo, 2019)

In this research, the researcher focuses on the translation of subtitles from the SL. The analysis covered class shift and unit shift. According to Catford (1965) unit shift concerns about the changes of rank from the SL into the TL. On the other hand, the class shift is the changing word from the SL into TL. It could be seen from the example below.

Unit Shift

SL : **It is this agreement** which is referred to
clause

TL : **Perjanjian inilah** yang di acu
Phrase

Machali (2000:62) mentioned the example of unit shift as can be seen above. There is a change of a clause **it is this agreement** from SL into a phrase **perjanjian inilah** from TL. It is done in order to achieve the equivalent in meaning between those languages. It seems that the translator avoid to translated it literally in order to make the translation simple and easy to be understood by the readers. The translation above could be **ini adalah perjanjian**. In this case the words **ini** and **adalah** are replaced by **inilah** which sounds completing those words and become simple.

Another example is from the class shift which could be seen below as well.

Class Shift

SL : I disavow any **knowledge** of their plot

TL : saya menyangkal **mengetahui** apa pun tentang persengkokolan mereka

From the data above, it can be analyzed that the word **knowledge** is in the form of noun and translated into other class of word by changing it to be a **verb**. This example was mentioned by Machali (2000:66). In this case, translator did the right choice to

*translated it with different class of word. If it is transferred with the same class, the meaning could be complicated to understand. Because the word **knowledge** means **pengetahuan** in TL. If this word inserted in the sentence above. It does not sound natural for the TL readers.*

The writer chooses the translation of Black Panther movie as the object of the research, because it contains many translation shifts to achieve dynamic equivalence. The used of the shift itself also being matched to the target language. Finally, the writer chose this topic due to the significant of translation shifts themselves which include many aspects of the translation. Those shifts seem very interesting to be analyzed, and it can be found in our daily life.

Since Black Panther movie was screened worldwide, it made many people interested in this cinema not only for entertainment but also as source of data in several research analysis. For instance, Faithful (2018) on Religions article, did the analysis by concerns about the redemptions of blackness in this movie. The research shows how Black Panther movie offers good cinema for the audiences which can be catalyst for reflection of the viewers, how they could perceive more clearly about the complexity, variety and ambiguity represented by blackness and many other else. Another researcher who used this movie as source of data was conducted by Sari and Setiawan (2019) In this research, they concerned about the Strategies for translating idioms found in this movie. This is one of the researches in the scope of translation. They analyzed the data based on Jodie Hamed's theory.

Actually, there are other analysis of Black Panther movie which can be displayed in this research one by one. The writer chose two of them as can be seen above. However, the writer considers to take this movie as source of data in order to do the analysis of Translation Shift. The writer himself can claim that this research is be the first research that focus on category shift which more specifically to unit and class shift. It is due to fact that none of other analysis concern about unit shift and class shift to be analyzed from this movie.

In addition, by looking at the examples of the translation shift above and from the movie. the author also found some errors of the translation which are sometimes are not equivalent. This is why the research is more concerned and focused in order to find out everything clear and easy to be understood by the next researchers who possibly want to analyzed the same topic. .

1.2. Research Questions

This research aimed to answer the following research questions.

- 1. What are forms of Class Shift found in Black Panther Movie and how it achieve the equivalent in meaning by considering the movie translation principles?*
- 2. What are forms of Unit Shift found in Black Panther Movie and how it achieve the equivalent in meaning by considering the movie translation principles?*

1.3. Purpose of the Research

As mentioned, and referenced in the research questions above, it also could be conducted the purposes of this research below.

- a. To find out various forms of Unit Shift in Black Panther movie and its equivalent in meaning. related to movie translation principles.*
- b. To find out various forms of Class Shift in Black Panther Movie and its equivalent in meaning related to movie translation principles.*

1.4. Significance of the Research

There are two points that become the significant of this research. The first one is as the learning method. Because this research is the first analysis of the writer in the scope and topic of translation. The writer learns and earns many things from this analysis and become more understand about the field of translation as well. Enriching these knowledge by analyzing the data of this research also could be useful for the writer to do the next research whether in the field of translation or not. It is still possible to use any things from this research as a supporting media.

In addition, the second significant is that it can be a reference for another researcher. As it could be seen, from this research, the writer really hopes that this one could be applicable to the other researchers for their own research, especially in the field of translation. The findings and the analysis which mentioned possibly could help those who interested in do the analysis with the same topic as well.

1.5. Limitation of The Research

As mentioned on the background of this research above, actually there are four types of category shift could be analyzed based on the translation procedures, translation shift. They are Unit shift, Class shift, structure shift and Intra-system shift. In order to make this research more understandable and more focus, the writer only chooses the Unit and the class shift that are found in Black Panther movie. It is based on the theory stated by Catford(1965) as explained above. The writer also wants to figure out more about any equivalence of the translation in this movie whether it could be suitable or not to movie translation principles by concern to the subtitle made by the translator himself.