CHAPTER I

INTRODUCTION

This chapter provides several points that will be discussed, namely Rationale, Research Question, Research Objective, Scope of the Research, and Significance of the Research.

1.1 Rationale

Translation is the process of transmitting meaning from the source language into the target language. The language that will be translated is called the source language (SL) and for the language that has been translated is called the target language (TL). In another theory, translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL) (Catford, 1965). Molina and Albir (2002, p. 509) define translation techniques as "procedures to analyze and classify how translation equivalence works". In translating, a translator must pay close attention to each word translated because it will affect the meaning between SL and TL on translation. To translate text from the source language into the target language, the translator must consider the way of translating itself. In addition, translators have their techniques used to translate text types. Translation techniques are the process of analyzing and classifying how the translation equivalence works and is appropriate to the source text. There are eighteen translation techniques namely Adaptation Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal, Modulation, Particularization, Reduction, Substitution, Transposition, Variation (Albir, 2002)

Audio-visual translation is an activity to localization aurally and visually to a subsumed two main group named: revoicing and subtitling. Translators need to be known with the verbal and nonverbal sign to make the meaning of the utterance delivered well. According to Chaume (20018) subtitling operates by maintaining the original speech and image which are accompanied by written stretches of text that correspond to synchronized transcription of the original dialogue.

Subtitling may be defined as a translation practice that consists of presenting a written text, generally, on the bottom part of the screen, that discursive elements that appear in the image (letters, inserts, graffiti, inscription, placards, and the like), and the information that is contained on the soundtrack (songs, voice off). According to Gerzymisch-Arbogast (2008), subtitles are the written translation of film dialogues produced on the screen. Without subtitles the watcher would find it difficult to understand the dialogue and almost all movies nowadays have their subtitle, which can be English and Indonesian subtitles or other languages depending on the country. According to Abdelaal (2019), subtitles are usually two lines long and placed at the bottom of the screen, so it does not disturb the viewers. Additionally, it is limited to 35 characters. Fitria (2019) claimed that every international movie released in Indonesia contains English and Indonesian subtitles. One of them is Rush Hour 3 movie which was released in the United States on August 10, 2007. Rush Hour 3 movie from America and uses English, so we need a subtitle to translate the media from English into Indonesian. Hatim and Munday (2019) define subtitle as "a method of language transfer used in translating types of mass audio-visual communication such as film and television."

Racism has been a long and very risky problem, fostering distrust and hatred of certain races. "Systemic racism is so embedded in systems that it often is assumed to reflect the natural, inevitable order of things" (Braveman, P. A., Arkin, E., Proctor, D., Kaun, T., & Holm, N., 2022). Racism is referring to any act, practice, or belief that humans are divided with respect to race. Some breeds are better than others, which causes them to be treated differently (Smedley, 2018).
Based on the statements, it can be concluded that racism is a belief that human is can be justified and differentiated based on their national background. Racism can

happen through the use of language everywhere, we can find it through social media, news, or television. Racism can be found through audio-visual media called movies.

Nowadays the world of entertainment like movies is very important. A movie is a form of entertainment that gives visualization through image, picture, and continuous movement to create a story into a motion picture completed by audio as a dramatic performance that recorded as a moving image, even it is added special effects the make an interesting image (Violeta, 2019). In addition, according to Hornby (2003), "film is a series of moving pictures that are recorded with sound to tell a story."

The researcher found several previous studies that are relevant to this research. Maynanda, Nugroho (2022), Utami, Satyaningrum (2022), Nopiyandi, Putri (2023), Saputra, Sulistyani, Fatmawati, Herman (2022), Hunadah, Lidinillah (2023). Those researchers conducted research tranlsation technique were used in the subtitled movie. Nurhadi, Assidiqi (2019), Sinaga, Saragih, Bahri (2020), Sholihati, Purnama (2021), Sutrisno, Laksmiati, Rachmawati (2022). Those researchers conducted research about racism that occur in movie. Andini, Amilia (2022), Sari (2019), Wati, Larassati (2023). Those researchers conducted research about the translation technique of swear words in movie subtitles. Nugroho, Shepia (2019), Reza (2021), Rumopa (2022), Harahap, Lubis (2021). Those researchers conducted research about the translation of slang words translation in movie subtitles. Danta, Tirtanawati, Prastiwi (2023), Lubis, Muchtar, Mono (2020), Sagitasari, Nugroho, Rahmatunisa (2022). Those researchers conducted research about the comparative of translation techniques in the movie done by translators. Nugroho, Oktoma, Suryana (2021), this study discussed about racist stereotype translation by three students in Peter Russell's stand-up comedy entitled Louis Vuitton.

Based on previous studies, this research has never been done. The researcher will discuss the differences between previous studies and this research. This research will focus on racism utterance translation technique in Rush Hour 3 movie

by 2 fan sub translators which is from Movieku and Lk21. Fan subs are homemade subtitles for cartoons, movies, and TV series that have not yet aired in the target language country. According to Cintas (2020) Fan subs refer to the process of subtitling by fans, and fan subs refer to the fans involved in the subtitling process. Translating books and novels is just one aspect of being a translator; another is translating a language used in movies, or subtitles. Liew and Omar (2018) claim that the term "fansub" is a combination of the terms "fan," which denotes fan(atics), and "sub," which is an acronym for subtitles or subtitling. Fansub, as this portmanteau suggests, is the term for subtitles made by fans for TV shows they like watching. Thanks to the development of multimedia, the newest computer software, and new broadband internet technologies, fansub, which has been more popular since the 1990s, is now more widely used (Hatcher, 2005).

The researcher chooses the "Rush Hour 3" movie for this study because the researcher still found cases where the character used racist utterances and it was difficult to understand these actions, which can have a negative impact on people of a different race. The researcher focuses on a discussion about racism that is represented in this movie. Rush Hour 3 Is an American best friend action-comedy film directed by Brett Ratner, written by Jeff Mathison, and starring Jackie Chan, Chris Tucker, Max von Sydow, Hiroyuki Sanada, Noémie Lenoir, Yvan Attal, and Youki Kudoh. It is the third instalment in the Rush Hour franchise and centers on Inspector Lee (Chan) and Officer Carter (Tucker) tracking an assassin to Paris to unravel a mystery about the Chinese triads. Announced on May 7, 2006, filming began on July 4 on location in Paris and Los Angeles. Released on August 10, 2007.

1.2 Research Question

The researcher has compiled the problem that will be discussed in this paper:

1. What are translation techniques used in translating racism utterances in in the Rush Hour 3 movie done by 2 fansub translators?

1.3 Research Objective

The researcher has found the research objective based on the problem of formulation as follows:

1. To identify racism utterance translation technique used in the Rush Hour 3 Movie done by 2 fansub translators

1.4 Scope of The Research

This study will focus on the analysis of racism utterance translation technique that used in Rush Hour 3 movie through streaming website which is Movieku and Lk21.

1.5 Weight and Relevance

The researcher hopes that with this research, this paper may really help the reader and can be useful:

a. Theoretically, this research is expected to explain and describe how the process of social construction occurs in the media, especially in Rush Hour 3 movie.

b. Practically, this research is expected to be useful for researchers and readers to provide awareness to the public to understand how important it is not to be racist to another one.