

CHAPTER I INTRODUCTION

1.1 Background

Watching films is one of many activities that people can enjoy anytime and anywhere. Many international films these days use English as their primary language. People around the world speak different languages, and not everyone is fluent in English. Therefore, subtitles in their native language are necessary to help them understand the content of the film. Additionally, subtitles can also help people who have hearing problems or cannot understand the dialogue in films. Subtitles refer to the written text of dialogue usually displayed at the bottom of the screen. It is commonly used in television programs or films, representing the spoken dialogue in either the source language or a translated target language, they may also include additional information to support audience understanding. In this context, translators are responsible for transferring both the message and contextual meaning from the source language (SL) into the target language (TL), which requires the application of subtitling strategies to identify which parts of the dialogue require a particular translation strategy.

This research discusses both subtitling strategies and the functions of swear words found in films. Swearing is often used to express strong emotions and appears frequently in cinematic dialogue. According to Wajnryb (2005), swear words serve several functions, which are categorized as abusive swearing, cathartic swearing, and social swearing, each carrying social and psychological roles. Subtitling strategies, as outlined by Gottlieb (1992), consist into ten categories: expansion, paraphrase, transfer, imitation, transcription, condensation, decimation, dislocation,

deletion, and resignation. This analysis focuses on how these strategies are employed in translating swear words and how meaning and nuance are conveyed to the target audience. Translating swear words presents its own challenges in subtitling, as cultural and contextual meanings must be considered to ensure accurate interpretation. This research combines two main theoretical frameworks: Wajnryb's functions of swear words and Gottlieb's subtitling strategies, to analyze how emotional intensity and meaning are maintained or changed in the translation process. As noted by Ndruru (2017), effective translation relies on the use of appropriate techniques and procedures to convey meaning from the SL to the TL accurately.

This research aims to identify and analyze the functions of swear words in the film *A Man Called Otto*, based on Wajnryb's theory, and to describe the subtitling strategies used to translate these swear words, according to Henrik Gottlieb's theory. The selection of this topic is based on the lack of research that specifically links the analysis of the function of swear words with subtitling strategies in the context of films. Although often considered taboo, swear words play a significant role in dialogue and character development, making it interesting to explore how translators handle them in subtitles. This research is also expected to be useful for film industry players such as scriptwriters, producers, and subtitle translators to pay more attention to the translation process, especially in conveying messages from the source language (English) to the target language (Indonesian). The findings of this research are expected to contribute to the development of subtitling theory and become a reference for subtitle translators in facing similar topics.

1.2 Limitation of the Problem

This research focuses on the analysis of subtitling strategies used in the film *A Man Called Otto* (2022), which was translated by Nazareth Setiabudi on the Prime Video streaming platform. The subtitles analyzed cover the duration from 00:01:28 to 01:57:50, according to the time span of the appearance of subtitles in the film which has a total duration of 2 hours and 6 minutes. The focus of this research is limited only to swear words that appear in the character dialogues, without including other elements such as non-dialogue text or subtitles in other language versions. The functions of the swear words are examined using Wajnryb's theory (2005), while the subtitling strategies are analyzed using Gottlieb's subtitling strategies (1992).

1.3 Research Questions

1. What functions of swear words are found in the English dialogues of the film *A Man Called Otto* based on Wajnryb's theory?
2. What subtitling strategies are used to translate the swear words from English into Indonesian based on Gottlieb's theory?

1.4 Objective of the Research

1. To find out the function of swear words found in the English dialogues of the film *A Man Called Otto*.
2. To analyze the subtitling strategies used in translating the swear words from English to Indonesian in the subtitles of the film.