CHAPTER I

INTRODUCTION

1.1 Background

Movie is a story on screen documented by camera. Most of people enjoy watching movies for entertainment. There are many kinds genre of movie, they are horror, romantic, action, and thriller, etc. The movie is not only a source of entertainment, but also it can be a source of education. Some movies gave us some moral value that contained in dialogue or body language. Some of movies are usually used language that hard to understand. Usually, in movies, there are several source languages that are translated into the target language. Therefore, translation is needed to translate one language into another.

Translation is the process of translating one language to another language. There are several types of translating, such as literary translation, professional translation, technical translation, and administrative translation. In translating, there is usually a source language that is translated into the target language. According to Nida and Taber (as cited in Ran, 2009), translation is a process in which the translator reproduces the words from the source language into the target language that have the similar closest naturalness to the message of the source language both in meaning and style.

In movies, there are usually scenes that show politeness strategies found in western culture. In most cases, politeness strategies can be found in the dialogue; for example, in Western culture, calling an older person by name only. In

translating politeness structure from English to Indonesian, the translator may find it difficult to provide the equivalent words and phrases since there are cultural differences between the two language. According to Yule (2005) politeness can be defined as the meaning of showing our awareness to another person's face. Face here has a meaning as public self-image of person. This refers to our emotional and social feelings about ourselves that everyone has and is expected to recognize.

The writer intends to analyze the bald on record politeness strategies found in the Cruella movie script in this study. The writer wants to know about the differences in politeness techniques that prevail in western culture and those in Indonesia. As we all know, in Western culture, calling someone by their given name without their title is considered natural and common. In contrast to Indonesian culture, which likes to talk or distinguish calls by title, such as calling older people, who must be called in standard language or very polite. For example, in western culture when calling their mother or father in law, they only used their name instead of adding their title. In Indonesian culture, being polite is adding some tittle such as "Bapak" for Father-in-law, and "Ibu" for mother-in-law. Also, the writer wants to analyze the translation techniques contained in the data to be studied.

1.2 Limitation of The Problem

In this research, the writer focused on analyzing Cruella movie script that contain utterance of Bald On Record Politeness Strategies, the translation techniques used in translating bald on record utterance, and its translation quality in Indonesian.

1.3 Research Question

1. What is Bald on Record politeness strategy used in Cruella movie script?

2. What are the techniques used by the translator to translate that utterance?

3. How is the impact of the technique used by the translator in translating the utterance on its translation in Indonesian in terms accuracy and acceptability?

1.4 Objective of The Reseach

1. To find out Bald on Record politeness strategy uttered in Cruella movie script.

2. To find out the techniques used by the translator to translate that utterance.

3. To find out the impact of the technique used by the translator in translating in terms accuracy and acceptabili