CHAPTER I

INTRODUCTION

A. Research Background

Nowadays, there are many kinds of foreign movies that are released in Indonesia. This atmosphere has been given different color in the heart of movie fans in Indonesia. Unfortunately, most of the foreign movies use English language. Thus, the translation of subtitle is needed here to facilitate Indonesian people to understand the message from the source language. Meanwhile, it is not easy to translate movie subtitle since there many kinds of cultural specifics. One of cultural specifics usually found in the movie dialogues is pun. Pun which is included as wordplay is usually found in the comedy movie to express the sense of humor. In translating pun, a translator should pay more attention with source language culture and the choice of diction.

One of the well-known comedy movies released in Indonesia is *Cloudy with Chance of Meatballs 2*. Produced by Sony picture Animation and distributed by Columbia Pictures, the movie was released on September 27, 2013. This movie is packaged in the form of animation movie. This movie exploits more puns compared with the previous sequel *Cloudy with Chance of Meatballs 1*. The movie begins when Flint Lockwood as the genius inventor finally accepts to join The Live Corp Company, where the best and brightest inventors in the world create technologies for the betterment of mankind. It has always been Flint's dream to be recognized as a great inventor, but everything has changed when he
knows that his machine (which turns water into food/FLDSMDFR) still operates and creates mutant foods like tacodiles, shrimpanzees, hippotatomuses, cheespiders and other food creatures. Then, Chester commands Flint and his friends to save the world from the danger most likely to be done by these food creatures.

The problem occurs when the translator has to translate pun. It is because in translating pun the translator is not only transferring the message but also should pay attention about the meaning, spelling, and pronunciations of each word, phrase, or sentence. This fact can create an impact related to the accuracy level and the acceptability in the target language. The translator should apply suitable techniques to translate English pun into Indonesian pun in order to gain the qualified pun translation.

The following are the examples of puns in the comedy movie entitled *Cloudy with Chance of Meatballs 2*.

Example 1:  
SL: Steve: **Hot** (soy latte)  
The girl: Not too bad yourself, monkey.  
TL: Steve: **Panas.** (*seksi*)  
The girl: *Kau juga lumayan, monyet.*

From the example above, it can be seen that **hot** as pun is transferred into not pun **panas**. The word **hot** is included into homonymy, since it shares two meanings, i.e. the word hot means **hot** in term of temperature of the coffee he is drinking and **hot** which indicates as girl’s sensuality (sexy). In this case, the translation is
categorized as less accurate and less acceptable. Because in the translation there is not containing any pun or pun effect in the target language. Thus, the translation is only transferring referential meaning. It also gives an impact to acceptability due to the pun term is not appropriate in the culture of target language.

Example 2:  SL: Father: Hey, look, son. This Chester V guy. He promised us we'd be home before we know it. Well, we **darn** sure know it and we're not home.

TL: Father: *Hey, Dengar, nak. Si Chester V ini, Dia berjanji kita akan pulang sebelum kita menyadarinya. Yah, kita sangat yakin kita masih belum pulang.*

From the example above, it can be seen that **darn** as pun transferred into zero pun **sangat**. The word **darn** is included into paronymy, since the pun **darn** can be simply recognized as **damn** by adults. The translation is categorized as less accurate. In the target language the pun **darn** is translated into **sangat** which the pun is omitted in the translation. Therefore, pun cannot be delivered appropriately into the target language because in target language the pun **darn** is translated into **sangat** which has different message.

Example 3:  SL: **Shrimpanzees**

TL: **Simpanze udang**

From the example above, it can be seen that **Shrimpanzee** as pun is transferred into not pun **Simpanze udang**. The word **Shrimpanzee** is included into
paronymy, since the pun *Shrimpanzee* is a combination of shrimp with a chimpanzee-like form, abilities and behavior. The translation is categorized as less accurate and less acceptable due to there is not containing any pun in the target language. In the target language the pun *Shrimpanzee* is translated into *Simpanze udang* which actually this phrase does not exist in the culture of target language. Therefore, pun cannot be delivered appropriately into the target language.

From the examples above, it can be clearly seen that there are many puns uttered in the movie which are not so accurately translated. It means that in translating pun is not easy thus that the research about pun is still rarely conducted. The study about pun has been done by the previous researcher Winarti, 2011. Her thesis focuses in analyzing of translation techniques and quality in term of accuracy in translating pun in the movie entitled *Madagascar II Escape to Africa*. In the other hand, the acceptability is also an important thing to be discussed too since the message would be appropriate in the target language. The most frequent technique used in this research is pun rendered as non pun by using those techniques the translation is categorized into less accurate.

Based on the phenomenon above, we can see the interestingness of translating pun in the movie entitled *Cloudy with Change of Meatballs 2* and it shows the problems and things which are to be considered in translating pun. The translator should translate it in the same message expression of humor.

The above mentioned phenomenon leads the researcher to analyze the type of pun included in the comedy movie, the technique in translating pun and the
quality level of translating pun from the movie entitled *Cloudy with Chance of Meatballs 2*.

**B. Problem Statements**

The problems studied in this research are proposed as follow:

1. What kinds of puns are found in the animation movie entitled *Cloudy with Chance of Meatballs 2*?
2. What techniques of translation are used in translating the puns found in the animation movie *Cloudy with Chance of Meatballs 2*?
3. How the techniques of translation can give impacts in translating pun to the quality of translation, in term of accuracy and acceptable in the movie *Cloudy with Chance of Meatballs 2*?

**C. Research Limitation**

The analysis of this research is limited on the subtitling pun in the movie dialogue. It also highlights the types of pun found in the animation movie entitled *Cloudy with Chance of Meatballs 2*. This research also analyzes the techniques used in translating pun and the impacts on accuracy level and acceptability of pun translation.
D. Research Objectives

1. To describe the types of pun found in animation movie entitled *Cloudy with Chance of Meatballs 2*

2. To identify the translation techniques used in translating puns found in the animation movie entitled *Cloudy with Chance of Meatballs 2*

3. To explain the impact of the translation techniques on the accuracy level of the translation of puns in the animation movie entitled *Cloudy with Chance of Meatballs 2*

E. Research Benefits

This research is expected to give some benefits to:

1. Students of translation studies

   Students of translation studies can have this research as a reference to conduct their researches and assignments related to translating pun. The findings of the research can contribute to the knowledge about some problems in translating pun in the subtitle and their solutions.

2. Translators who work on translating subtitle

   Translators who work on translating subtitle that included pun in there can use this research to know the problems which occur and the solution in translating pun in the animation movie entitled *Cloudy with Chance of Meatballs 2* as a reference for doing their job. Thus, they can produce better translation in the future.
3. Other Researchers

The result of this research can be used as a reference and additional information to the other researchers who are interested in analyzing puns or wordplay from another subject of analysis.

F. Thesis Organization

As a scientific writing, this research will be organized into five chapters and bibliography, as follows:

**CHAPTER I**  
**INTRODUCTION** consists of Research Background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, Research Methodology and Thesis Organization.

**CHAPTER II**  
**LITERATURE REVIEW** discusses some theories which are used in solving the three problem statements. The theories are Definition of Translation, Problem in Translation, Humour, Pun, Technique in Translating Pun, Assessing Translation Quality, Audio Visual Translation, Subtitling, Relevant Research, and Summary of the Film
CHAPTER III  RESEARCH METHODOLOGY consists of the Type of Research, Data and Source of Data, Sample and technique of Sampling, Instruments of the Research, Technique of Analyzing data, Data Coding and Technique of Analyzing Data.

CHAPTER IV  DATA ANALYSIS AND DISCUSSION. In this chapter, the researcher processes the data by classifying, describing and analyzing them.

CHAPTER V  CONCLUSION AND SUGGESTION