CHAPTER I
INTRODUCTIONS

1.1 Background of the Study

Translation within electronic media is classified as the category of audiovisual translation, often abbreviated as AVT. AVT also represents a method of translating audiovisual content from one language to another (known as interlingual) or within the same language (Fryer, 2018). Thus, AVT also engages with audiovisual materials that extend beyond textual translation, which is polyphonic, dialogues, commentary, sound effects, imagery, and the atmosphere of the visual presentation for helping to provide thorough subtitling (Matkivska, 2014). Gambier (in Munday et al., 2022) stated that subtitling is one of the modes for audiovisual translation.

Subtitling changes the spoken dialogue within cinematic content into an alternate language, normally appearing in the form of one or numerous lines of written text, which is notably displayed on the movie screen. Moreover, Subtitling is a translation

that deals with superimposition between a text and a screen (Abdelaal, 2019). Therefore, subtitling is divided into two types, which are intralingual and interlingual. Intralingual subtitling is intended for deaf and hard-of-hearing (DHH) audiences. Meanwhile, interlingual subtitling is a process that comprises the transcription of spoken content from one language into another, assisting a thorough understanding of the dialogue for target audiences who may not be fluent in the source language (Cintas & Remael, 2014)

Subtitles function as an essential linguistic aspect. It ensures convenience and comprehension in various linguistic contexts while enhancing the whole viewing experience. Subtitling complies with several protocols and guidelines to ensure effective communication and accessibility (Cintas & Remael, 2020). The necessity for preserving the original message's reliability while obliging the limitations of subtitling is underlined by using protocols, such as:

[1] Subtitles have to follow the six-second rule, which refers to the capability to read approximately 70 characters. It equals two complete lines of text. Thus, each line consists of around 35 characters in length and within a six-second timeframe.

[2] Subtitles should implement the importance of prosodic elements by taking account of pauses, interruptions, and any other rhythmic pattern and sound elements that represent the tone of the original dialogue.

[3] Subtitles ought to be synchronized with the spoken dialogue and other on-screen actions.

[4] Subtitles must be readable and comprehensible within the allowed time limit for each frame and it is required to use 12 characters per second (CPS) or 130 words per minute (WPM).

[5] Subtitlers must shorten the text to be suitable within the limited screen space and timeframe.

In the area of subtitle translation, subtitling strategies are implemented because messages that are found in dialogues are transferred from one language to another. To achieve this goal, Gottlieb's (1992) subtitling strategies consist of ten types, namely: expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. These strategies are used to analyze the African-American Vernacular English (AAVE) grammatical features translation for the subtitles of related series.

Films or movies function as a mode to communicate messages. Moreover, in recent years, films or movies have added subtitles which function as textual material that communicates the aspects of the film or movie in the written format (Messerli, 2019). However, subtitlers encounter numerous challenges when approaching such language while translating to be acceptable for the target audience, especially subtitlers who translated new series face difficulty in apprehending the context, emotion, and linguistic style. (Nikolic, 2019). Moreover, subtitlers ought to decrease spoken utterances that shifted into written form while maintaining readability and coherency while also identifying the appropriate equivalence that aligns with the cultural norms of the target language (Hagström & Pedersen, 2022; Penet, 2024). Achieving this involves a thorough understanding of the context and the application of effective

subtitling strategies, especially translating African-American Vernacular English (AAVE) language.

Sociolinguistic divided languages into two types, which are standard language and vernacular language. Standard language is a language that undergone a degree of regularisation, which is identified with a grammar and dictionary. However, vernacular is utilized in sociolinguistic referring to a nonstandardised language due to its usage among people from the same group or race. Sociolingustic connected languages into dialect. Therefore, dialect is defined as a lingustic variations which are distinguishable by vocabulary, grammar, and pronunciation. Dialect is divided into two, which are standard English and nonstandard English. Nonstandard English has various classification, namely, creole/pidgin, slang, and vernacular (Holmes & Wilson, 2022).

African-American Vernacular English (AAVE) represents one of the numerous sociolinguistic instances of nonstandard English (Jones, 2015). In academic discourse, vernacular varieties denote indigenous linguistic expressions within a community or cultural group. This vernacular sums up the informal language spoken by individuals within their personal and public contexts (Lanehart, 2022). AAVE finds itself as a root in the migration of slaves across both Southern and Northern regions of the United States and becoming more utilized and familiar by African-American residents in the United States. These individuals originated from various cotton farms in the South and enterprises in the North that required a substantial number of slaves (Wolfram, 2008).

AAVE grammatical features are originally categorized into 13 kinds, namely: copula/auxiliary absence, invariant be, completive done, sequential be done, remote been, simple past had and verb, specialized auxiliaries, irregular verbs, subject-verb

agreement, other verb phrase structures, negation, nominals, and question formation (Wolfram, 2008). However, Wolfram (2008) also stated that one of the feature, which is the other verb phrase structure, is not specifically considered for AAVE grammatical features since it is intended for Southern European American English and Creole. Therefore, the AAVE grammatical features for this research would only implement 12 kinds. Thus, the writer found several related studies to visualize the research gap.

The writer found three previous studies discussing subtitling strategies and AAVE. The first previous study was conducted by Wibowo (2017). This qualitative study examined the types of African-American slang expressions based on Wilis' theory that are applied by the subtitler, along with the semantic equivalence of African-American slang expressions that are found in the film, and its subtitling strategies proposed by Gottlieb. The researcher found that standard words are the most used African-American slang expressions, the transfer is the most dominant strategy used for translating African-American slang expressions, and partly equivalent is mostly used for the degree of the meaning of African-American slang expressions.

The second previous study was conducted by Wigraha and Puspani (2022). This study examined the subtitling strategies found in the *Zootopia* movie which used Gottlieb's theory, the researcher found that ten out of ten subtitling strategies were used and transfer is the most used subtitling strategy found in the movie.

The third previous study was conducted by Pamangin et al. (2023). This research uses Wolfram's theory to analyze the movie *Shark Tale* and the African-American Vernacular English (AAVE) grammatical features and its influence by using Rickford's theory. This study concluded that the AAVE grammatical aspects of the

spoken dialogues are determined by components such as social status, work occupations, age, gender, and emotion. Moreover, most of the AAVE grammatical features were implied except question formation.

With a similar topic which is an analysis of African-American Vernacular English (AAVE) grammatical features and subtitling strategies, the distinction from the three studies above is placed at the writer's usage of the source of data based on diverse subtitler which is conducted by Amazon Prime and the writer analyzed the classification and the subtitling strategies used in AAVE grammatical feature's English to Indonesian subtitle. Thus, the writer analyze the classification of African-American Vernacular English (AAVE) grammatical features using Wolfram's theory and its subtitling strategies using Gottlieb's theory. Therefore, the goal of this study is to know the types of grammatical features of African-American Vernacular English (AAVE) and also the subtitling strategies implemented for AAVE grammatical features from the source language (SL), which is English, to the target language (TL), which is Indonesian. Furthermore, the series is translated from English to Indonesian conducted from the series *I'm a Virgo* episode 1-2.

1.2 Research Questions

1. What kinds of African-American Vernacular English (AAVE) grammatical features are found in the American movie series *I'm a Virgo*'s English to Indonesian subtitles based on Wolfram's theory?

2. What are the subtitling strategies used for African-American Vernacular English (AAVE) grammatical features in the American movie series *I'm a Virgo*'s English to Indonesian subtitles based on Gottlieb's theory?

1.3 Research Objectives

This study is to analyze:

1. Kinds of African-American Vernacular English grammatical features that are found in the American movie series *I'm a Virgo* English to Indonesian subtitle using Wolfram's theory.

2. The subtitling strategies of African-American Vernacular English grammatical features used by subtitlers in the American movie series *I'm a Virgo* using Gottlieb's theory; and

1.4 Scope and Limitation

The writer utilized theory from Gottlieb (1992) to explain the subtitling strategies that the subtitler used to translate AAVE grammatical features. The categorization of subtitling strategies comprises ten classes, including expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. This research also focuses on African-American Vernacular English (AAVE) grammatical features that appeared in the series. Therefore, the writer utilized theory by Wolfram (2008) to analyze types of AAVE grammatical features. AAVE grammatical features are classified into 12 kinds, namely: copula/auxiliary absence, invariant be, completive done, sequential be done, remote been, simple past had and verb, specialized auxiliaries, irregular verbs, subject-verb agreement, negation,

nominals, and question formation. The study gathers its data from the dialogues spoken by characters in *I'm A Virgo* in English and Indonesian subtitles.

1.5 Research Methodology

1.5.1 Method

This study employs a descriptive qualitative research. Descriptive qualitative research aims to depict a social situation or phenomenon using qualitative measurement scales, analyzing and presenting the variation without quantification (Creswell & Creswell, 2023). This method involves the understanding of research question and its objectives, data collection, data analysis, and formulating a conclusion.

1.5.2 Data Source

The data for this study contains subtitle texts from the Amazon Prime original series *I'm A Virgo*, which was released in 2023 and directed by Boots Riley. Thus, the serial accumulates a total of seven episodes ranging from 22-37 minutes per episode. However, the writer only analyzes episodes 1-2 due to the combined data being excessive if the overall episodes are further examined. The series follows the life of Cootie, a 19-year-old Black boy—13 feet tall, who lived in Oakland. He is currently under the supervision and protection of his parents due to safety concerns. His life unfolds as a coming-of-age narrative, which realistically portrays the challenges faced by young Black boys in America during that period.

1.5.3 Data Collection Method

According to Creswell and Creswell (2023), qualitative data collection procedures are divided into four types, namely, observation, interview, documents, and audiovisual data materials. Audiovisual data material ranges from series, film, social media text, art objects, and any form of sounds. Thus, the writer implemented several procedures to collect the data:

1. Watching the *I'm A Virgo* series episodes 1-2 on Amazon Prime.

2. Comparing both the English and Indonesia n subtitles that are provided in the series.

3. Understanding Wolfram's theory to detect possible AAVE grammatical utterances in both English and Indonesian subtitles.

4. Noting down all utterances that are uttered by the series' characters in the English and Indonesian subtitles.

5. Highlighting the AAVE grammatical features in the English and Indonesian subtitles.

6. Organizing the collected data by using a table that is divided into main five sections consisting of source language, target language, context, AAVE grammatical features, and subtitling strategies.

1.5.4 Data Analysis

The researcher conducts qualitative data analysis. Therefore, Miles et al. (2020) divided qualitative data analysis into three flows of activity, namely:

1. Data Condensation

This step refers to selecting, focusing, simplifying, abstracting, and/or changing the data that is shown in the full body of composed notes, documents, and other observational materials. Through condensing, the data became robust and valid. This activity is a composition of analysis that sharpens, sorts, focuses, discards, and organizes data from which conclusions can be drawn. In this study, the writer classifies African-American Vernacular English (AAVE) grammatical features into its types based on Wolfram's theory and categorizes its subtitling strategies based on Gottlieb's theory.

2. Data Analysis

    Data analysis is organizing, gathering, and focusing the condensed data to be analyzed. In this study, the writer dissects the data to be analyzed using its word, phrase, clause, or sentence. Therefore, the writer analyzes the data using six online dictionaries and English grammar books, Kamus Besar Bahasa Indonesia (KBBI), Oxford Dictionary, Cambridge Dictionary, Merriam-Webster Dictionary, Urban Dictionary, Collins Dictionary, Azar and Agen (2017), and Murphy (2019).

3. Conclusion Drawing

    The final step is summarizing the data based on the previous analysis steps. The result of final conclusion depends on the size of the data, the coding of the data, the retrieval method, and duration. In this study, the writer formulate conclusion based on the formulated research question and the result of the data analysis.

1.6 The Organization of Writing

This study classified systematic writing into four chapters. Chapter One comprises the background of the study, research questions, research objectives, scope and limitation, and research methodology. Chapter Two discussed the theoretical framework to give a thorough explanation of the theories that are conducted for this paper. The theories are African-American Vernacular English grammatical features by Wolfram (2008) and types of subtitling strategies by Gottlieb (1992). Chapter Three consisted of the data analysis, such as the data classification of the AAVE grammatical features by Wolfram (2008) and its subtitling strategies by Gottlieb (1992). Chapter Four presents the conclusion that is gathered from the paper thoroughly.