CHAPTER I

INTRODUCTION

A. Background of the study

Language is a means of communication for a communication to be successful the key factor is understanding the message. It is why the translation is very important. Translation is a converting process. A good translation should give a reader the same conception as what a native reader gets from the source language.

> As remarked by Nida, "to determine a good translation is the response of the receptor to the translated message, and this message must then be compared with the way in which the original receptors presumably reacted to the message when it was given in its original setting."[1]

There are many translation founded quite complicated where the translator unable to convey the real meaning or messages from source language (SL), especially in humor translation. Humor is an essential part of everyday communication and an important component of innumerable literary works, films and of art in general. Its requires not only to convey the meaning of the source language (SL) as much as possible but also to keep the culture feature.

> Vandaele following, "humor translation is qualitatively different from 'other types' of translation and consequently, one cannot write about humor translation in the same way one writes about other types of translation."[2]

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[1] A.B. As-Safi, *Translation Theories, Strategies, and Basic Theoretical Issues,* Petra University, p. 1

[2] Ali Akbar Jabbari and Z. Nikkhah Ravizi. *Dubbing Verbally Expressed Humor: An Analysis of American Animations in Persian Context,* Iran, Vol. 2 No. 5; March 2012, p.264

When trying to translate humor texts, elements of culture and linguistic make the translator get difficult to transfer at all elements, at the result, translator unable to convey the real meaning. There are cultural differences between one country to another because of beliefs, religions, custom, habit and so on. All of kinds of sentence or phrase have different way to translate. They have their own characteristic are different. Translator can not to translate they in same way. They also should pay much attention to factor of culture in translating.

In translation, translator not only convey the real meaning word by word, but also need to consider the context of the text. They need to use the right word for the right context and also have to be careful in choosing the word so thus it will appropriate with context.

> Reality shows are amongst various categories of television shows that constantly receives constant appreciation. Reality shows are generally consists of unscripted situations and events appearing on television. Reality shows bring together strangers and their interactions.[3]

Reality shows like American Idol, Runningman Korea, Indonesian Idol, and many more are hypnotizing young generation. They are after crazy after reality shows. Runningman, the immensely popular of South Korean Show, has gained fans worldwide with their unique combination of athletic competitions and zany humor. The cast members all have a witty sense of humor, a fierce sense of competition, and a great relationship with each other. Added to this mixture are amazing guests almost every episode and new

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[3] Isha Sapra," *Reality show and Its impact,"* D.D. Jain College for Women, Ludhiana, Volume:3, Issue: 1, 2014, p.15

games that still keep you entertained after about 290 episodes. Millions of people tune in every week to watch the program.

Investigate the humor translation in this movie not only because the explanation above but also there were some specific reason that interest to choose this such as: First, based on the writer's experience in the University the researcher found that the students are bored and cannot understand when they learned strategies of translation in translation subject without any sense of humor. The humor translation knowledge will help students be a better translator and get enjoyed while they learned it. Second, since translation and culture are intertwined, it can be learn more about humor from being exposed to the source culture and target culture. The more comprehensible input there is the more learners translating skill will improve, especially in humor translation. Third, humor translation is taught in translation and cross culture understanding (CCU) subject at State Islamic Institute of Palangka Raya. Fourth, there are many humors that occurred in this reality shows.

Due to the rationale above, it motivates the writer to conduct an analysis study entitled **"TRANSLATION STRATEGIES ANALYSIS ON KOREAN REALITY SHOW RUNNING MAN".**

B. **Statement of the Problem**

Based on the background of the study, the research problems are as follows:

1. What type of humor are found in the reality show Running Man of Korea?

2. What strategies are employed by the translator to translate humor in the reality show Running Man of Korea?

C. Objective of the study

The general objective of the study is humor translation strategies in Korean Reality show of Running Man. The specific objective of the study is to analyze the type are found and to identify the strategies are employed by the translator to translate humor in subtitle of Korean reality shows Running Man.

D. Significance of the Study

The study on the humor translation has some benefits to the writer and to the readers in general. It is expected to have theoretical and practical significances.

Theoretically, the significance of this analysis is to enrich the study of language, to guide readers in studying humor translation, and to be reference for the next writer in analyzing about humor translation.

Practically, the study is expected to inform the students, especially for English translation teacher, that learning English translation can be done by watching movie or other fun activities. That result, students are able to improve their English translation and understanding other culture, not only that the more the students know the strategies of translation the more their writing and reading will improve.

E. Limitation of the Study

This study focused on the humor which are in the form of language categories, because the problem found by mostly in the form of language

technique. Besides that this study is restricted to two focuses: analyze type are found and identify strategies are employed by the translator to translate humor of the translation of humor in the reality show Running man. The study will analyze focused to language technique. This study is limited on reality show "running man" Korean special episode 129, 199-200, and 213.

F. Definition of Key Terms

1. Humor, there are two different definition of humor. First, defines humor as any communication that generates a positive cognitive or affective response from listeners. Second, define humor as amusing communications that produce positive emotions and cognitions in the individual, group, or organization. [4] Based on that definition, humor in this study refers to humor in translation. The writer in this study wants to explain more about humor translation.

2. Strategies, forming part of a plan or an aim to achieve a specific purpose or to gain an advantage.[5] In this study, strategy refers to strategies of humor translation in Korean reality shows Running Man.

3. Translation is the expression in another language (or the target language) of what has been expressed in another, source language, preserving semantic and stylistic equivalences.[6] In this study translation refers to

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[4] Anindya Sen, *Humor Analysis and Qualitative Research,* Department of sociology, University of Surrey, United King dom, 2012, p.1
[5] Jonathan Crowther, *Oxford Advanced Learner's Dictionary,* Oxford university press, 1995, p.1179
[6] A.B. As-Safi, *Translation Theories, Strategies, and Basic Theoretical Issues,* Petra University

English translation of humor in subtitle. Humor was investigate from source language, English subtitle, to a target language, Indonesian subtitle.

4. Subtitle is words that translate what is said in film into different language and appear on the screen at the bottom, subtitles are also used on television, to help deaf people.[7] In this study subtitle refers to English subtitle version.

5. Reality shows are amongst various categories of television shows that constantly receives constant appreciation that consists of unscripted situations and events appearing on television.[8] In this study reality shows refers to Korean reality shows Running Man special episode 129, 199-200, and 213.

G. Framework of Discussion

The framework of the discussion of this study as follows:

1. Chapter 1: Introduction that consist of the background of the study, problem of the study, objective of the study, significance of the study, limitation of the study, definition of key terms and framework of discussion.

2. Chapter II: Review of literature that consists the previous of the study, theories of humor, categories and technique of humor, humor translation strategy, and description of running man.

3. Chapter III: Research method that consists of research design, research type, subject of the study, source of data, instrument and techniques of

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[7] Jonathan Crowther, *Oxford Advanced Learner's Dictionary,* p.1193
[8] Isha Sapra," *Reality show and Its impact,"* D.D. Jain College for Women, Ludhiana, Volume:3, Issue: 1, 2014, p.15

data collection, methods for verification of the research finding, and data analysis.

4. Chapter IV: Finding and discussion that consists of description of findings and discussion about findings.

5. Chapter V: Closing consists of conclusion and suggestion that are related to the research finding and discussion.