

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is an important communication tool that is often used by humans as social creatures. Apart from being a communication tool, language is also used as a means of expressing oneself from feelings of sadness, happiness, anger, and so on. According to Chaer and Agustina (in Farihah & Suhartono, 2021), Language is a system formed by a component that has a fixed pattern and can be identified. The existence of language in this era of globalization is growing rapidly to make it easier for humans to communicate with each other and convey important information. The difficulty is, nowadays more and more languages are used which makes us unable to understand them one by one, for this reason, there is the concept of an international language, that is, English (Syafinah, 2023). There is a reason why English is used as an international language, English is one of the oldest languages in the world and originated in the British plains around the 8th century. Not just being the oldest language in the world, English has a very rapid vocabulary development compared to other languages, including Indonesian.

English is widely used in almost every country for communicating with people from various countries. English as an international language is used as a means of communication between nations that have diverse languages (Firmansyah, 2019). The use of English can be utilized by Indonesian people to find out about world developments in education, technology, literature, media the internet, and so on. One of the developments of literary works that

are popular among the public is English-language movies which then influence people to use English (Risqi, 2019). Movies have their charm and are an alternative for people to learn English, but because not everyone understands English, the existence of translation from the source language, that is, English, to the target language, that is, Indonesian, is important. Translation is a linguistic interpretation of text from the source language (SL) to the target language (TL) by similar textual equivalents to communicate a message. However, being a translator is not as easy as it seems because it requires accuracy in transferring ideas and thoughts from one language to another, hence the need for knowledge and techniques to produce a good translation. According to Molina & Albir (2002), there are eighteen translation techniques: Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive creation, Established equivalent, Generalization, Linguistic amplification, Linguistic compression, Literal translation, Modulation, Particularization, Reduction, Substitution (linguistic, paralinguistic), Transposition, Variation. The translation technique can be used as a transfer of message or meaning from the source language to the target language applied to the order of words and sentences.

Subtitles represent the content of any type of audiovisual content such as films or television shows that usually provide translations of spoken dialogue. Subtitling is the translation of movie dialogue written at the bottom of a film (Ummatin, 2013). Translators must know such as situational context and cross-cultural understanding when translating a literary work, such as a movie. In the translation process, it is necessary to make adjustments in determining

the strategy, translation method, and translation target. According to (Husba, 2018) The development of the world of translation in movies at this time is not separated from the development of the film industry, especially since many foreign-produced films have entered Indonesia such as Western movies that are many people's favorites.

The researcher is interested in analyzing subtitling English to Indonesian in the movie entitled *Luca* because this movie is produced by Disney so it can be familiar to many people. Disney and Pixar's *Luca* dominated the Nielsen film streaming charts to become the most-streamed film of 2021 with over 10 billion minutes watched according to (Fink, 2022). This movie has never analyzed translation techniques before, so it aims to share knowledge about translating techniques in this movie. In a previous study has been the existence of language style in the *Luca* movie that is very influential as a communication tool, understanding the style and function of a language will provide a quality of communication (Larasati & Simatupang, 2022). That study focused on analyzing the data based on sociolinguistics studies to comprehend language usage related to the different types of styles and functions of language. From the analysis, the researcher used that phenomenon for this research to provide novelty using descriptive qualitative methods and find the translation technique in the script movie. The translation techniques applied in translating subtitles from the source language (SL) which is English to the target language (TL) which is Indonesia in this movie and to analyze and find the most dominant techniques used in this movie.

1.2 Reasons for Choosing the Topic

The researcher is interested in analyzing the movie entitled *Luca* which was released on June 13, 2021, this movie is about friendship between humans and sea monsters. *Luca* is an animation movie produced by Walt Disney Animation and Pixar Animation Studio that everybody must be familiar with. Disney and Pixar's *Luca* dominated the Nielsen film streaming charts to become the most-streamed film of 2021 with over 10 billion minutes watched according to (Fink, 2022). In this movie, no one who analyzed about translation technique used Indonesian subtitles. The dialogue in this movie is dominant with a consultative language style that is a semi-formal language that can be applied in group discussions, school routine conversations, businesses, discussions in speech trades, and so on (Larasati & Simatupang, 2022). The researcher is interested in discussing the phenomenon and uses descriptive qualitative methods to analyze this movie's subtitles and this phenomenon can provide the novelty of the research.

1.3 Research Questions

Based on the background described above, the researcher tried to analyze the following questions, that are:

1. What types of translation techniques are used in the Indonesian translation subtitle of *Luca* movie?
2. What is the most dominant translation technique used by the translator in translating the subtitle of the *Luca* movie?

1.4 Purposes of the Study

Based on the research questions above, the purposes of the study are:

1. To discuss the types of translation techniques used in the Indonesian translation subtitle of Luca's movie.
2. To find the most dominant technique applied by the translator in translating subtitles of the Luca movie.

1.5 The Significances of the Study

Theoretically, through this research, the researcher hopes the result of the study is expected to provide useful benefits for the readers. Later, the result of the researcher's analysis can provide an overview of the theories relating to translation techniques.

Practically, this research is also expected to give useful insights and advantages for the readers such as sharing information about the translation techniques and the result of the researcher's analysis can be used for the other researcher guidelines in doing the same research in the same field.

Pedagogically, the result of this study can guide the translator's abilities when translating subtitles of the movie, can get to know the characteristics of good translation, and also can make good translations like a professional translator.

1.6 The Outline of the Study

This study is arranged into five chapters, and each chapter consists of different topic ideas.

Chapter I consists of the introduction of the study and has six sub-chapters in total, which are the background of the study, reason for choosing the topic, research question, purpose of the study, significance of the study, and the outline of the study.

Chapter II consists of the theoretical review of the study and has three sub-chapters in total, which are a review of a previous study, a review of the theoretical study, and a theoretical framework. A review of previous studies consists of previous studies conducted by another researcher with the same topic, which is translation. A review of the theoretical study consists of the theory of the study that was conducted to support the study. Last but not least, the theoretical framework consists of the process that the researcher used during the research.

Chapter III consists of the research methodology and has six sub-chapters in total, which are research design, the object of the study, data and source data, procedures for collecting data, procedures for analyzing data, and procedures for reporting the result.

Chapter IV consists of the findings and discussion and has three sub-chapters in total, which are general description, detailed result, and discussion.

Chapter V consists of the conclusion and suggestion. There are only two sub-chapters in total, which are the conclusion and suggestion.