

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background**

Currently, every country can communicate with each other without any language barriers. The world is so vast it is likened to a small village. Residents in other parts of the world can easily access information about residents in other parts of the world. Globalization blurs technological, economic, political and cultural boundaries between one country and another. This of course cannot be separated from the rapid development of communication technology (Nur & Bahriyah, 2008) . It cannot be denied that the media nowadays plays a quite extensive role in people's lives, especially film media (Novrie, 2015) . Film as an audio-visual communication medium, in principle conveying messages through media is very necessary, because audio-visual is more easily captured in human memory (Irayani et al., nd) .

Film is a mass communication medium. This can be defined as a communication process that takes place in which messages are sent from institutional sources to mass audiences through mechanical means such as radio, television, newspapers and films. Compared to previous forms of communication, mass communication has its own characteristics. The nature of the message is open to a varied audience, both in terms of age, religion, ethnicity, occupation, and in terms of needs. Mass communication messages are one-way and the response is slow (delayed) and very limited. However, with the rapid development of communication technology, especially electronic mass media such as radio and television, feedback from the audience can be provided quickly to broadcasters, for example through interactive programs. Apart from that, the nature of the dissemination of messages through mass media occurs quickly, simultaneously and widely. It is able to overcome distance and time, and is long-lasting if documented Utama et al., (2023) . For

example, films produced by a country can not only be enjoyed by the country that made the film, but can also be distributed and enjoyed by other countries and even the whole world. However, of course there are language differences between countries which create limitations in understanding the meaning conveyed by the film. In this advanced era, of course these limitations can be overcome. Now international films are equipped with language translations according to the countries where the film is shown.

Of course, having film translations can make it easier for film fans to understand the contents of films, especially films from other countries. Currently, the world of film translation is very well known and the results are widely enjoyed by film lovers. In film translation, there are two types of translation activities, namely *dubbing* and *subtitling*. Especially in subtitling, the challenge in translating this film is the limited time required to display the text/ *subtitles* on the screen (Haq, 2017) .

Translation is the process of conveying messages from one language to another by finding natural equivalents. The role of the translator is to act as a bridge between the author of the source text and the reader or recipient of the message so that there are no misunderstandings in capturing the author's message. Translation is not only seen in the form of language changes, but without realizing it, cultural changes have occurred, so this is where the role of a translator is needed so that cross-cultural communication between one country and another can run normally and in balance.

In subtitle translation, the translator must understand the linguistic dimensions in the subtitle translation process. These dimensions include: summary and clarity, two-line subtitling, omissions, punctuation, structural differences, and swearwords. From these five linguistic dimensions for subtitle translators, translators are greatly helped (Haq, 2017) .

There are 18 translation techniques proposed by Molina and Albir (2002) , namely: Adaptation, Amplification, Borrowing, Calque, Compensation, Description, Discursive Creation, Established Equivalents, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution (linguistics, paralinguistics), Transposition, Variation. Translation techniques can be used to transfer messages or meaning from the source language to the target language which is applied to the arrangement of words and sentences.

Walt Disney Pictures is a large film producer, whose films are shown in many countries, including Indonesia. There are quite a few Indonesian film lovers who like Disney films and even from various circles. This film producer from the United States makes all films produced by Disney in English. Even though English is an international language, at every film screening there is a translation in the language of each country where it is shown, including Indonesian.

Therefore, the author is interested in analyzing one of the films produced by Walt Disney Pictures, namely "The Little Mermaid", whose screenplay script was written by David Magee and directed by Rob Marshall. This film is an adaptation of the Disney animated film with a similar title in 1989. This fantasy genre film is very famous in almost all circles in Indonesia and has been shown on the big screen. Therefore, the author is interested in researching the level of accuracy in the translation of subtitles for the film The Little Mermaid, and what techniques the translator used in translating the film The Little Mermaid.

The novelty of the research titled "**AN ANALYSIS OF TRANSLATION TECHNIQUES IN INDONESIAN SUBTITLE IN THE MOVIE ENTITLED THE LITTLE MERMAID**" lies in its specific focus on identifying and analyzing the translation techniques used in the Indonesian subtitles of a popular English-language film. While previous studies may have explored translation

techniques in various types of texts, this research contributes to the field by examining how these techniques are applied in the context of subtitling for a widely known animated movie. Given the linguistic and cultural differences between English and Indonesian, the study highlights how translators handle challenges such as idiomatic expressions, cultural references, and the constraints of time and space in subtitles. This research aims to provide insights into the effectiveness and naturalness of the translation choices made, potentially offering new perspectives for improving subtitle translation practices in the Indonesian market.

## **1.2 Research Questions**

Based on the background above, it can be concluded in the problem formulation as follows:

1. What translation techniques did the translator use in translating the film *The Little Mermaid*?
2. What technique is dominant and the least used in translating the film *The Little Mermaid*?

## **1.3 Research purposes**

Based on the problem formulation above, the objectives of this research are:

1. Find out what translation techniques the translator used in translating the film *The Little Mermaid*
2. Find out what techniques are dominant and the least used in translating the film *The Little Mermaid*

## **1.4 Benefits of research**

### **4.1.1.1 THEORETICAL BENEFITS**

- It is hoped that this research can increase insight and knowledge in the field of language translation, especially from English to Indonesian

- Can add insight into the field of translation quality as seen from the level of accuracy, acceptability and understandability of the translation results
- It is hoped that this research can become a reference for researchers who will discuss the quality of translated products

#### 4.1.1.2 PRACTICAL BENEFITS

##### 1. FOR STUDENTS

- As motivation to increase competence in film translation
- As a method for developing researchers in deeper film translation

##### 2. FOR RESEARCHERS

It is hoped that this research can be used as consideration and reference material for future researchers who will discuss the quality of translation products.

##### 3. FOR STUDY PROGRAMS

It is hoped that this research can add insight to students of the English Literature study program regarding translation.