

CHAPTER I

INTRODUCTION

This chapter presents background of research, research questions, research objectives, research significances, previous studies, and definition of key terms.

1.1 Background of Research

There are many ways that humans do in order to entertain themselves. Entertainment can come from anywhere. Entertainment is something or deeds that can cheer the heart. Entertainment is the action of providing or being provided with amusement or enjoyment. Entertainment that tends to provide amusement and provoke laughter is called humor. Humor is something that makes someone smile or laugh. In the 3rd Edition of Cambridge Advanced Learner's Dictionary, humor is quality in something that makes it funny or amusing. Humor is related to socio-cultural behavior. One can think of humor as funny, but other people do not necessarily consider humor funny, even embarrassing. Humor is a specific characteristic of humanity, humor is present in social conventions and cultural artifacts and appears in interactions with other people.

Translating audiovisual works films into certain languages is not an unusual thing. A problem for the translator emerges when faced with translating pun. This is because the translator is faced with something that must be accepted in the target language. In translating pun, an interpreter might find a term that cannot be translated so that in the end the terms are not translated at all.

In foreign language films, we usually find subtitles. Subtitles convey verbal information in a film in the form of writing in the target language displayed on the film screen. The size of the writing is not too big but can be read, so the subtitles do not cover the screen completely. The most important thing in subtitles is simplicity, clarity, and sufficiency. The goal is to help the audience understand what is told in the film. To produce a quality translation, there are several strategies needed by the interpreter in the process of translating, especially in translating pun as discussed earlier.

One of the films or programs in which contain several puns is *Rick and Morty*. *Rick and Morty* is an American adult animated science fiction sitcom created by Justin Roiland and Dan Harmon for Cartoon Network's late-night programming block Adult Swim. The series follows the misadventures of cynical mad scientist Rick Sanchez and his good-hearted but fretful grandson Morty Smith, who split their time between domestic life and interdimensional adventures. The series premiered on December 2, 2013, and the third season concluded on October 1, 2017. In May 2018, the series was picked up for an additional 70 episodes over an unspecified number of seasons. The series has received universal acclaim for its originality, creativity and humor.

Rick Sanchez (one of the title characters of the series) is a grumpy, sociopathic, emotionally abusive, bad-tempered, dismissive, narcissistic, cynical, self-centered, incredibly intelligent and alcoholic mad scientist. He does not fear to speak his mind and give his harsh opinions of the things about his family that easily irritate him. His huge ego and reckless, ethically questionable behaviour often lead to him making enemies and getting himself and his family in trouble. He is also known for his reckless, nihilistic behavior and pessimistic personality. He, however, has been well received. It is the uniqueness of this character that makes researcher interested in making this series an object of research because this series is inseparable from humor, some of which use wordplay.

The writer chooses *Rick and Morty* as a source of data in this research because the dialogue between the characters in this series contain several puns. This series features subtitle for both English and Indonesian. As stated before, subtitles convey verbal information in a film in the form of writing in the target language displayed on the film screen. They are captions displayed at the bottom of a movie or television screen that translate or transcribe the dialogue or narrative. The writer realizes that some of the puns in the series' dialogue are not accurately translated into target language which is Indonesian. Puns that are inaccurately translated into target language can eliminate the essence of humor in those puns.

In this research, the writer provides the strategy of translating puns in *Rick and Morty* series, so that which strategy that is used by the translator of the dialogue

in this series will be known. In the other side, knowing the strategy of translating pun is a promising knowledge for the writer and other academic students, particularly those who study English. As a result, this academic research is entitled “Strategy of Translating Puns in *Rick and Morty* Series”.

1.2 Research Questions

Based on the background presented, the researcher will analyze the types of pun in the *Rick and Morty* series and the strategy of translating the puns in the series. The problem in translating pun into the target language is that the translation results can be reduced or even inaccurate at all so that the humor elements contained in the pun of the source language will disappear or be interpreted differently in the target language. *Rick and Morty* itself is an adult comedy animation series. Humor in the series can not be separated from things that will only be understood by adults, one of which is the use of pun by the characters in the series.

This study is conducted to answer the following questions.

1. What types of pun are found in the series *Rick and Morty*?
2. How is the strategy of translating pun in the series applied to rendering pun from English into Indonesian language?

1.3 Research Objective

There are two main goals of this research.

1. To identify and determine the type of pun in the series *Rick and Morty*.
2. To describe the process of rendering pun in the series *Rick and Morty* from English to Indonesian language.

1.4 Research Significance

This research, fundamentally, is expected to be able to achieve the research objectives, delivering an organized report, and can be beneficial. The result of this research can contribute to learners and other researchers who are interested in the translation field. This research can also be a reference and a new knowledge for other researchers who are interested in conducting research concerning or related to translation of pun as well.

This research can also contribute to translators as they may also run into some difficulties in translating pun from a source language into a target language.

By studying this research, they will acquire a new knowledge to solve problems that they are experiencing, such as translating pun.

1.5 Previous Studies

Before conducting this research, the writer read and comprehended several previous studies or researches which have similarities with this research. This similarity can be found in the theme of research and its way of analyzing data.

The first study is conducted by Siti Nur Auliah from English and Literature Department of Alauddin State Islamic University of Makassar in 2017. The study is titled *An Analysis of Pun Translation in The Movie "Hotel Transylvania 2"*. Focus of this study is the types of pun used in the movie *Hotel Transylvania 2* and it determines strategies of translating pun contained in the movie.

The second study is conducted by Aisyah Chairina from English Letters Department of Syarif Hidayatullah State Islamic University of Jakarta in 2014. The study is titled *Humor Translation In "The Simpsons" Movie from English to Indonesian*. Focus of this study is the types of humor that appears in the movie. It also determines whether or not the humorous effect is successfully translated into target language.

Another study is conducted by Ria Aryati from English Department of Syarif Hidayatullah State Islamic University of Jakarta in 2016. The study is titled *Translation Strategies of Polysemy Words in English-Indonesian "Divergent" Novel*. Focus of this study is the strategies that are used in translating polysemy and the result from that strategy. The data of polysemic words are taken from "Divergent" novel.

1.6 Definition of Key Terms

To avoid problem misunderstanding and misinterpretation of the research finding, the researcher would like to explain and define the key terms used.

1. Strategy: Cambridge Advanced Learner's Dictionary (2008) defines strategy as "a detailed plan for achieving success in situations such as war, politics, business, industry or sport, or the skill of planning for such situations".

2. Translating: Cambridge Advanced Learner's Dictionary (2008) defines it as a process to change words into a different language. The translated words are called translation.
3. Pun: According to the 3rd edition of Cambridge Advanced Learner's Dictionary (2008), pun is a humorous use of a word or phrase which has several meanings or which sounds like another word. It is usually not greeted with laughter from the other person or the listener, but even so, the knowledge required to understand a pun is very sophisticated. Pun is different with punch line. Usually, a punch line concludes a joke, while pun does not. Punch line is the last part of the story or a joke which explains the meaning of what has happened previously or makes it funny. A punch line is usually accompanied by a twist, which is the unexpected and funny conclusion of a story or a joke.
4. *Rick and Morty*: *Rick and Morty* is an American adult animated science fiction sitcom created by Justin Rolland and Dan Harmon for Cartoon Network's late-night programming block Adult Swim. It is distributed by Warner Bros. Television Distribution. It stars the voice of Justin Rolland, Spencer Grammer, Sarah Chalke, and Chris Parnell as the main characters and the members of Smith Family. The series first premiered in December 2013 and last aired in October 2017. As of October 2017, 31 episodes of *Rick and Morty* have aired, concluding the third season. The fourth season is scheduled to premiere in November 2019.
5. Series: Cambridge Advanced Learner's Dictionary (2008) defines series as "a number of similar or related events or things, one following another". In broadcasting, a series is a set of television or radio broadcasts on the same subject or using the same characters but in different situations.