CHAPTER I

INTRODUCTION

This chapter contains four sections. The first section is the background of this research, which contains an overview about translation and previous studies about translation technique and method. The second is a statement of the problem which contains the question of this research. The third section is research purposes, which explains this research goal. The last sections is the research significance, which explicates the theoretical and practical contribution of this research.

1.1 Research Background

Language is an important thing for human beings to live. It functioned as a communication medium for human beings. It is impossible for people to communicate without language because they will have problems expressing their feelings, ideas, and thought. Nowadays, English has become a global language, but not everyone understands the English language, so there are many translations of works from English into many languages, including Indonesian. However, some translations suffer from inaccuracy, acceptability issues, or readability issues.

Translation itself is the process of rendering text or any medium from one language to another language. Catford (1965) defines translation as the replacement of textual material in one language with equivalent textual material in another. The purpose of translation is as a communication tool (Nababan, Nuraeni, & Sumardiono, 2012).

As a communication tool, translation has a communicative purpose, and that communicative purpose is determined by the author of the source language media, the translator as the mediator, and the client or audience of the target language media. This purpose setting is strongly influenced by the social and cultural context and the ideology of the source language text writer, the translator, and the client or reader of the target language text. Therefore, the translator should consider cultural differences carefully when going to translate a medium.

Translation also exists between different sorts of equivalent languages and into what could be considered less conventional languages, like braille, sign language, and morse code. Sometimes, translation can also happen in two dialects or versions of the same language, such as the translation of old Sundanese text into modern Sundanese.

In the intervening years, translation research has been undertaken into all types of linguistic, cultural, and ideological phenomena around translation. Furthermore, there are also audiovisual translation that embraces sign language, intralingual subtitles, lip synchronization for dubbing, as well as interlingual subtitles. The image–word relationship is crucial in the video medium, and there has been closer investigation of the links between translation, music, and various arts (Hatim & Munday, 2004).

In this research, the writer chose three videos with their Indonesian counterparts, all taken from Bright Side and Sisi Terang. The writer chose three videos because all of them have escalators as their main topic. They also describe the escalator mechanisms, their purposes, and their functions. The three videos also

mention the subway frequently, which is very common in Europe and East Asian countries but also very rare in Indonesia (at least until 2023). The translator translates it into *kereta bawah tanah* for most of the time, and *stasiun MRT is* also used as an alternative term that is more relatable to Indonesian viewers.

The video is also depicted in animation and interspersed with live action footage. While each video only has less than ten minutes in terms of duration, all videos have a constant monologue so the writer can analyze the translation technique from many sentences uttered in all six videos (three English versions and three Indonesian versions).

1.2 Related Previous Studies

There were also some previous studies about translation. The translation studied in those researches is English into Indonesian. There were four translation technique studies and one translation method study from five previous studies. Two of them use written media as an object, while the other three use video as an object.

The first previous study was written by Agustino (2011). He studied the translation techniques in the Flight Attendant Manual into Indonesian and its translation quality. He employs Catford's theory to analyze the translation technique used by the translator. The method used in this research is descriptive qualitative method. In his research, he used a single embedded study that focused only on one characteristic.

It is found that there are 9 translation techniques (based on Catford theory) used in the Flight Attendant Manual's translation. They are addition (15.1%), deletion (4.7%), borrowing (10.3%), amplification (1.6%), modulation (2.4%),

established equivalence (28.6%), reduction (13.5%), transposition (17.5%), and literal translation (6.3%).

Susain (2013) studied the translation method of idiom phrases and sentences from *Diary of a Wimpy Kid* (original version) and *Buku Harian Wimpy* (Indonesian translated version). The researcher focused on the translation method used in translating the idioms found on *Diary of a Wimpy Kid* (Jeff Kinney) and its Indonesian version, *Buku Harian Wimpy* (translated by Noviana Abdu and Ali Muakhir). This research utilized Newmark's theory and centered on idiom sentences as sample data.

There are four idiom types found from 50 data, namely phrasal verb (74%), tournure (2%), incorporating verbs (20%), and irreversible binomials (6%). Meanwhile, the translation methods found in this research are only three, namely faithful translation (54%), free translation (40%), and semantic translation (6%).

Fitria (2015) investigated the translation techniques used in the Indonesian subtitles of the films *Stand by Me* (Doraemon). It is focused on utterances or sentences in the script movie, which involves English subtitles and Indonesian subtitles. This research utilized Molina and Albir's theory. She found that there are 11 translating technique used in Stand by Me subtitles, such as adaptation (112 data or 10.28 %), amplification (80 data or 7.35 %), borrowing, (93 data or 8.54%), calque (30 data or 2.75 %), compensation (4 data or 0.37 %), discursive creation (2 data or 0.18 %), 7) established equivalent (296 data or 27.18 %), literal translation (276 data or 25.34 %), modulation (48 data or 4.41%), reduction (235 data or 21.58 %), and transposition (199 data or 18.27 %).

Rojak's (2018) research was about the translation techniques of Joker illocutionary acts in *The Dark Night* and its effects towards translation quality. It is focused on the translation of The Joker's illocutionary acts through subtitle. The researcher found that there are 5 types of illocutionary acts uttered by The Joker in this research. The types illocutionary acts found from the most to the least frequent are assertive (160 times = 54.24%), directive (96 times = 32.54%), commissive (30 times = 10.17%), expressive (8 times = 2.71%), and declaratory (only once, equal to 0.34%).

The translation technique (based on Molina and Albir) found in this research is literal translation (119 from 440 datum, 27.05%), linguistic compression (8.64%), borrowing (8.18%), established equivalent (7.27%), reduction (6.14%), linguistic amplification (4.09%), compensation (3.41%), transposition (2.73%), generalization (2.27%), particularization (2.27%), amplification (2.05%), and calque (1.36%).

Maha's (2019) study is similar to Fitria's, but he used *The Boss Baby* film as his research object. It is focused on describing the translation technique used for *The Boss Baby* Indonesian subtitle. He also classified the data into 18 techniques based on Molina and Albir theory. There is 523 data found from The Boss Baby script. There are nine techniques found in his research, such as literal translation (226 data or 43.2%), borrowing (130 data or 24.9%), established equivalent (73 data or 13.9%), generalization (29 data or 5.5%), adaptation (26 data or 4.9%), linguistic compression (16 data or 3.0%), amplification (11 data or 2.2%), discursive creation (6 data or 2.2%), and calque (6 data or 2.2%).

Based on the previous studies, there are some similarities and differences between them and this research. The first similarity is the translation is English into Indonesian. Second, this study is focused on the translation technique. Third, this study uses audio visual (video) as the research object.

The difference, however, is that both the translation technique and the translation method are studied here, unlike the previous studies that only studied either the former or the latter. In addition, while this study uses video just like three previous studies (Fitria's, Rojak's, and Maha's), both languages are in audio form instead of being translated through subtitles. This research also uses three short videos instead of one single movie.

1.3 Statement of Problem

The three videos mentioned American, European, and East Asian countries, all of which have significant cultural differences with Indonesia. Nonetheless, the translation results sound somehow natural, so this thesis examines the translation technique and translation method used by the translator to produce them.

1.4 Research Questions

From the background of this research above, there are two questions as follows:

1. What translation techniques are used by the translator of the Bright Side video into Sisi Terang?

2. What translation methods are used by the translator of the Bright Side video into Sisi Terang?

1.5 Research Purposes

Based on the formulation of the research question above, the researcher intended:

1. To analyze translation techniques that are used by the translator to translate Bright Side's video (English version) and convert it into the Sisi Terang video (Indonesian version).

2. To figuring out about the translation method used by translator in order to make a good translation.

1.6 Research Significances

The significance of this study lies in the contribution of translation, theoretically and practically, especially in video translation.

Theoretically

1. For other researchers to develop knowledge in the next research related to translation study.

2. Readers, particularly students, who are expected to broaden their translation knowledge and produce an accurate translation of a text or other medium.

Practically

1. This study could give the writer more information about the translation techniques.

2. The result of study could give the writer a reference on the usage of translation techniques in the translated medium.