

CHAPTER I

INTRODUCTION

This chapter presents the introduction of this research. It provides the research background, research problem, significance of the study, definition of key terms, and limitations of the study.

1.1 Research Background

Nowadays, entertainment is becoming something that most people need to refresh their mood after doing hours of exhausting work or study. One of the entertainments that people usually do is watching TV series. In fact, most of the content are using the English language as its primary language yet the audiences are not only coming from English countries or English-speaking environments which could be a struggle for some people who don't speak or understand the English language to watch these TV series. From the problem before, that's one of the reasons why subtitles are used. With the help of subtitles, audiences can access high-quality content in all languages and across the globe. Subtitles make web services more comprehensible to a global audience and allow moviegoers to watch foreign films in their own language.

Translation can be described as a way to render the meaning, idea, or purpose in a text from one language to another. In the translation process, the translator needs to pay attention to several aspects so the result would be accurate, natural, and easy to understand by the audience. There are many things that need to be translated so that the content is able to reach wider audiences and one of them is things in the entertainment field.

Moon Knight itself is an American television mini-series that was released from 30th March – 4th May 2022 on Disney+ and produced by Marvel Studios which is a big entertainment company that covers various countries including Indonesia, in which its production works include movies, films, TV series, and comic books which are translated into

Indonesian. In this case, translation in Moon Knight as one of Marvel Studios' productions will be examined in terms of translation methods. Moon Knight is a superhero psychological horror miniseries that tells a story about an ex-mercenary who has a split personality disorder (dissociative identity disorder), Marc Spector, who is trying to prevent the awakening of Ammit with the help of his other personality, Steven Grant, and an Egypt God Khonsu as its avatar, Moon Knight.

Research about English-Indonesian translation methods has actually already been conducted several times by other researchers. For instance, there are two theses and one article that analyzed the translation methods used in the object and all of them were using Newmark's theory to analyze them.

The first was an article titled *An Analysis Of English-Indonesian Translation Methods In Products' Labels*, which was written by Nafia (2019). It was a qualitative descriptive study that employed the purposive sampling technique to gather data in the form of sentences from the labels of personal care and cosmetic products from a number of manufacturers, including Unilever, Protect and Gamble, The Guardian, L'Oreal Paris, and Johnson and Johnson. The results of the study show that 150 phrases of English-Indonesian product label text use translation techniques from seven different categories. According to the findings, the semantic method is used in 38 items, or 25,3%, the most often. This is followed by the free method (33 items, or 22%), communicative method (30 items, or 20%), literal method (22 items, or 14.7%), faithful method (17 items, or 14.7%), word translation (9 items, or 6%), and idiomatic method (1 item, or 0.7%).(Nurhanifah, 2019).

Second, it was a thesis made by Ajeng (2020) entitled *The Use Of Newmark Translation Methods In English To Indonesian Rendering Of Austen's Emma*. In the thesis, she identified the translation methods used in the main character's dialogues in a novel called Emma. The type of translation that was most frequently employed was communicative

translation, which involved transferring the culture of the source language to that of the target language so that readers could fully comprehend the text's content (Puspita, 2020).

Third, the thesis that was conducted by Wulan (2020), *The Use Of Newmark's Translation Methods In Translating Forman's Novel "I Was Here" From English Into Indonesian*. This thesis has a similar object to the previous thesis mentioned before. She analyzed a novel called *I Was Here* written by Gayle Forman. The study discovered that seven (excluding adaptation translation method) of the eight translation techniques suggested by Newmark were used in the novel's dialogue translations. According to the analysis findings, the free translation approach is the one most frequently used to translate the dialogue phrases in the novel (Shabitah, 2020).

To distinguish from the previous studies, the researcher will focus on identifying what translation methods that are used by the translator(s) to translate the subtitles in the series *Moon Knight*. The researcher conducts this research and chooses this object because *Moon Knight* is one of the researcher's favorite TV series and also as a fan of the Marvel Cinematic Universe. *Moon Knight* has also been nominated for several awards which proves that the quality of this series is quite recognized. By the rationalization above, that's the reason why the researcher chose the title *The English-Indonesian Translation Methods Used In Moon Knight Subtitles Episode "The Goldfish Problem"* to propose this research.

This research will help the readers to understand what kind of translation methods are used to make proper translations in various media, in this case, a TV series that become one of the main choices of entertainment to some people. The proper translation surely will help the audiences to understand the contexts that want to be delivered by the object itself so the audiences will not get misunderstand to what they are watching. The researchers also expect that this research will add more numbers to scientific papers that discuss related topics so that it will open up more

insights for future readers and also become one of the references in future research.

1.2 Statement of Problems

From the background of this research above, the researcher concludes that there are three questions that will be the main focuses of this research, they are:

1. What are the translation methods used in Moon Knight's Indonesian subtitles?
2. How are the translation methods applied in Moon Knight's Indonesian subtitles?

1.3 Research Objective

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

1. To find out the translation methods used in Moon Knight's Indonesian subtitles.
2. To describe how the translation methods applied in Moon Knight's Indonesian subtitles.

1.4 Research Significance

This research expected to bring some benefits than can be used by various degree of society especially in the academic fields. Here are some benefits that the researcher expected from doing this study:

1. For the readers

As the readers comprehend what this research wants to convey, it can be described that their knowledge and insights will become wider especially in the translation studies. Furthermore, the readers are able to

understand what kind of methods that are used to translate subtitles in similar objects.

2. For the institutions

By writing this research, it is a form of the researcher's contribution to the institution where the researcher studied. This research will enrich the scientific work library that the institution already provided and helps other students who want to know more about similar topics.

1.5 Definition of Key Terms

To avoid a misunderstanding, it is obvious that the researcher needs to explain several of key terms that are related to this research. The following key terms are defined:

1. Translation

Translation can be described as a way to render the meaning, idea, or purpose in a text from one language to another. In the translation process, the translator needs to pay attention to several aspects so the result would be accurate, natural, and easy to understand by the audiences.

One of the most well-known definitions of translation is "*rendering the meaning of a text into another language in the way that the author intended the text.*" (Newmark, 1988) This definition places a strong emphasis on accurately translating the author's intended meaning from the source language text into the target language content (Malmkjær, 2012).

Translation is "*the process of converting a written text from a source language to a target language.*" (Hatim & Munday, 2019) They do not state expressly in this definition that the object being translated is a meaning or message. They emphasize that translation is a process.

Translation is defined by Katy (2002) in her book "*Introductory Course in Translation Principles*" as "*re-telling, as closely, as feasible, the meaning of the original message in a style that is natural in the language*

into which the translation is being done." Translation, according to this definition, refers to the process of repeating verbatim what has already been spoken in another language while maintaining the original text's intended meaning (Irawan & Pd, 2019).

2. Subtitle

A subtitle is a translated version of the transcription for a video that is meant to provide viewers a more thorough understanding of what is happening on the screen. Subtitles are usually displayed as text at the bottom of the screen.

In videos, subtitles are frequently included so that viewers who don't know the language being spoken may still understand other sounds, such as music, and figure out who is speaking by looking at the subtitles (*What Is a Subtitle: Everything You Need to Know about Subtitles*, n.d.).

3. Moon Knight

Moon Knight itself is an American television mini-series that was released from 30th March – 4th May 2022 on Disney+ and produced by Marvel Studios. Moon Knight is a superhero psychological horror miniseries that tells a story about an ex-mercenary who has a split personality disorder (dissociative identity disorder), Marc Spector, who is trying to prevent the awakening of Ammit with the help of his other personality, Steven Grant, and an Egypt God Khonsu as its avatar, Moon Knight.

1.6 Limitation of Study

In order to make this research easier, the researcher limits the scope of the research. Below are the limitations:

First off, this study only examines the Newmark translation methods used to translate Moon Knight subtitles from English into Indonesian, without examining how those methods affected the translation's quality.

Second, only the first episode which titled “The Goldfish Problem” of the series was translated for the analysis of translation methods in this study.

Third, Peter Newmark's classification of translation methods is the foundation for this study's analysis of translation methods.

