

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of Study**

Due to the Coronavirus pandemic, people have to spend most of their time at home in a bid for their safety. People conduct work from home, and virtual activities start to flourish. Since then, internet online users have increased, and many new applications and new platforms on the Internet appear. One of the demand platforms for the source of education and entertainment is streaming online video. Some well-known streaming online video platforms offered to people and increased their market, such as Netflix, Iflix, HOOQ, Viu, Tribe, Vidio, etc. However, based on Haryanto (2020), there is one of the newest platforms that also quite competitive in the market, namely Disney+Hotstar that attracts the writer's attention in relation to being a platform for movie translation in a form of dubbing.

Disney+Hotstar is a new platform for subscription video-on-demand streaming service that provides more than 500 movies and 7,000 episodes of Disney, National Geographic, Pixar, Star Wars, Marvel, etc. (Haryanto 2020). According to Singh (2019), Disney+Hotstar is owned and operated by Star India and subsidized by The Walt Disney Company. It was launched firstly on 3 April 2020 and launched in Indonesia on 5 September 2020. As a new platform for streaming video, Disney+Hotstar is quite competitive since it comes up with an affordable price while offering a special edition of Disney's movies in the Indonesian dubbed version and a premiere of some Indonesian movies.

It is already mentioned that Disney+Hotstar provides Indonesian dubbed versions of Disney movies. This study is directed toward observing one of Disney movies in Disney+Hotstar, *Toy Story*, which has four sequels released in 1995, 1999, 2010, and 2019 as the latest update movies. *Toy Story* is family-comedy animated movies themed as a group of the living toys and their adventure when humans are not around. According to King (2015), *Toy Story* is known as the first entirely computer-animated feature movie. Generally, the *Toy Story* plot focuses on the relationship between an old-fashioned pull-string cowboy doll named Woody that features Tom Hanks and an astronaut action figure, Buzz Lightyear, featured by Tim Allen. The movies have had many nominations for awards, including a Kids' Choice Award, a British Academy Film Award, MTV Movie Award, etc. (King 2015).

The age rating for all sequels of *Toy Story* movies mostly in G (General Audiences) rated and only *Toy Story 3* in PG (Parental Guidance) rated in the Motion Picture Association of America (MPAA), United States (Geisinger 2019). However, some claims inappropriate content for children in *Toy Story*. Boone (2017) found some adult-oriented jokes in *Toy Story* movies. In Parent Review of Commonsensemedia.org, there are claims of violence, frightening and intense scenes, and inappropriate language such as cursing and profanity, which is part of swearwords (Celiasmommy et al. 2008). As many as 94 reviews critique the inappropriate language of *Toy Story* movies.

Since the movies are dubbed into Indonesian, observing the way English swearwords that are considered inappropriate for children transformed into Indonesian is quite intriguing. Swearwords itself is defined by Hughes ([1991] 1998)

as dirty words that are used to express anger, insult, curse, mock, offend someone that is not socially acceptable. However, not only to express anger, people also often use swearwords to express humor, insulting, profanity, and ethnic slurs without necessarily referring to specific act (Jay 1992). Further, Jay (1992) also states that swearwords are used to articulate connotative meaning, including the emotional overtones of a word, moods, feelings, attitude, and understandable power. In this research, swearwords analyzed are categorized into seven types based on Hughes (2006), which are related to religion terms, genitalia terms, anatomy terms, excretion terms, stupidity terms, animal terms, and general terms.

It is mentioned earlier that *Toy Story* is dubbed into Indonesian for children's consumption. According to Pavesi et al. (2014), dubbing is one of the audiovisual translation modalities that substituting the product of source language with a new achievable soundtrack in the target language, that semiotic whole received by the audiences. Dubbing is more relaxing to watch by not using text on the screen. Therefore, the children categorized as people who acquired low concentration and low reading proficiency can have pleasure with the works or film. It is easier to watch dubbed films than those with subtitles.

Further, dubbing makes foreign domesticating products or films seem more faithful, conceivable, and adaptable to the audience's expectations and experiences (Chaume 2012). However, Baker (2011) postulates that dubbing is more expensive and time-consuming for translating each product than subtitling due to commercial cost-effectiveness, an authentic sound arrangement that needs lip-synchronizing movement, and it must cost much time. On the other hand, the performance of the

dubbing and fascination of the audience depends on the translation of dubbing strategies that are usually described as synchronization strategies (Burczynska 2012).

To get a better understanding of dubbing strategies, we need to know first the meaning of strategy. According to Cambridge Dictionary (2019), a strategy is a way to deal with something. The term strategy can also be interpreted as actions taken to achieve definite goals optimally (Baker and Saldanha 2009). Based on Lörcher (1991), translation strategy is a possible conscious procedure for solving a particular problem one faces when translating a segment of text from the source language to the target language. In dubbing, the strategies can be interpreted as a way and action to create dubbing products successfully acceptable to the target audience. Zanotti classifies dubbing strategies in *The Languages of Dubbing* into seven: direct translation, omission, substitution, total replacement, generalization, and explicitation that are divided into specification and addition (Pavesi, et al., 2014). Through this classification, the writer tried to observe dubbing strategies used on swearwords present in *Toy Story* Movies.

Swearwords appear in every sequel of *Toy Story* Movies. From the writer's observation, the Indonesian dubbed version in Disney+Hotstar seems to adjust swear word usage in the Indonesian movie. For example, the utterances "complete idiot," and "busted" were dubbed into "*bodoh*" while "holy cow" was dubbed into "*ästaga*," which from Hughes (2006) classification is considered as stupidity terms and religion terms. The SL is more specific and violent than the TL, making the writer eager to identify swearwords in the *Toy Story* movies and the dubbing strategies applied since the movies received critics from Parent Review of Commonsensemedia.org measured

in linguistic parameters. One of the critics came from fierce\_mink\_2000 that argues about inappropriate language appeared, "several times characters get called names like "idiot" and "stupid"(1). Another critic from Momto2monkey complained, "My children are not allowed to say stupid, idiot or shut up, and these words are used throughout the movie. I was really disappointed by the usage of these types of negative words in an animated movie marketed to children." (1). Therefore, this study analyzed Disney+Hotstar's dubbing strategies of swearwords in *Toy Story* movies.

For achieving the aim of this study, the writer used the qualitative method. This study focused on dubbing strategies of the swearwords that appear in four sequels of *Toy Story* (1995), *Toy Story 2*(1999), *Toy Story 3* (2010), and *Toy Story 4* (2019) that collected from Disney+Hotstar both in the original version of English as source language and Indonesian version as a target language. It is expected that this study reveals the most common strategies used in dubbing swearwords from English into Indonesian in movies for children. Then, the writer interprets the practice of dubbing concerning swearwords and children audience.

There were previous studies related to this study. The study conducted by Sadeghpour, et al. (2015) investigated the dubbing strategies in comedy animation movies from English to Persian. It compared the idiomatic, colloquial, and humorous expressions of *Ice Age 4*, *Shrek 4*, *Rio*, *Kung Fu Panda*, and *Lion King 3* with the Persian dubbed version (Sadeghpour et al. 2015). The finding showed that the Persian translators commonly used idiomatic and colloquial expressions. The translation strategy used is in their secondary function to elicit laughter and break cultural barriers across the cultures. While Tekin's (2019) study was aimed at analyzing which

frequent audiovisual translation strategies that applied both in the dubbed and subtitled Turkish translation of *Frozen* Movie. He discovered that the most frequent translation strategy used in the dubbed and subtitled version is Exact Translation. Simultaneously, the least frequent translation strategy in the dubbed version is Deletion, whereas the subtitled version is Replacement.

On the other hand, studies about swearwords in translation have also been conducted by Universitas Airlangga students. For example, Muid (2012) focused his study on swearwords' subtitle in the *Four Brother* movie. The study used Hughes and Trudgill's theory to classify swearwords and Baker's theory to reveal the translation strategies. The study indicated five categories of swearwords and three translation strategies. While Dewi (2019) discussed the swearwords translation of Indonesian subtitles in *Spy* movie regarding subtitle strategies and readability. The study used Wajrnyb theory as swearwords classification and Gottlieb theory as subtitle strategies indication. The result was found 136 swearwords and five subtitle strategies. Thus, it also was found that 116 data as readable and 20 data as unreadable.

It can be seen that all the mentioned studies talked about swearwords in various media and applied different theories. However, there is no specific discussion about dubbing strategies in animated movies, especially on treating swearwords. Therefore, this study can be considered as a pioneer in the discussion of swearwords and dubbing strategies, especially in Universitas Airlangga, Indonesia.

## **1.2 Statement of Problem**

1. What types of swearwords appear in *Toy Story* Movies?

2. What are the dubbing strategies of swearwords present in *Toy Story* Movies of Disney+Hotstar?

### **1.3 Objective of the Study**

1. To map types of the swearwords that appear in *Toy Story* Movies.
2. To elaborate on the dubbing strategies of swearwords in *Toy Story* Movies of Disney+Hotstar.

### **1.4 Significance of the Study**

This study is expected to contribute theoretically to the study of audiovisual translation, specifically in dubbing, by elaborating on the theory from Zanotti (2014). While from practical point of view, this study is expected to bring an understanding that dubbing does not necessarily reflect the original movie conversations. In addition, this study is expected to provide an insight on the practice of dubbing swearwords for children.

### **1.5 Scope and Limitation**

This study focus is dubbing in the animated family movie, especially sequels of *Toy Story* movies, which are *Toy Story* released in 1995, *Toy Story 2* released in 1999, *Toy Story 3* released in 2010, and *Toy Story 4* released in 2019. This study was limited to only the swearwords in the original movies and the dubbing strategies conducted in the Indonesian version on Disney+Hotstar's platform.

### **1.6 Definition of Key Term**

Disney+Hotstar : A new platform for subscription video-on-demand streaming service that provides more than 500 movies and 7,000 episodes of Disney,

- Pixar, Marvel, Star Wars, National Geographic, etc. (Haryanto 2020)
- Dubbing** : Part of the Audiovisual Translation (AVT) modalities that substituted the product of source language with a new achievable soundtrack in the target language that semiotic whole received by the audiences (Pavesi et al. 2014).
- Strategy** : The term strategy can also be interpreted as actions taken to achieve definite goals optimally (Baker and Saldanha 2009).
- Translation Strategies** : A possible conscious procedure for solving a particular problem one faces when translating a segment of text from the source language to the target language (Lörscher 1991).
- Swearword** : Dirty words are used to express anger, insult, curse, mock, offend someone that is not socially acceptable (Hughes [1991] 1998).
- Toy Story* Movies** : Family-comedy animated movies themed as a group of the living toys and their adventure when humans are not around. There are 4 sequels of *Toy Story* movies.