CHAPTER I

INTRODUCTION

1.1. Background of the Study

This study was written in the pandemic situation. Coronavirus or, commonly called COVID-19 was found in Indonesia in March 2020 until this study is written. Government was asking all of the people to stay at home until the situation become conducive. Cinemas were closed due to pandemic situation. Thus, the writer was looking for an alternative entertainment sources, which is, watching some comedy series in Netflix. Netflix is a streaming service that has a lot of TV shows, movies, animes, documentaries, and many entertainment contents. When the writer was looking through all series in comedy genre provided by Netflix, the writer found one stand out or a unique comedy series titled Brooklyn Nine-Nine (2014) directed by Dan Goor and Michael Schur. Brooklyn Nine-Nine (2014) told about Detective Jake Peralta (*Andy Samberg*) and his diverse and lovable friends work as NYPD's 99th precinct.

Watching a comedy series which is completed with subtitles helped the writer to understand the story. However, everytime wordplays occurred in the series, the Netflix Official Indonesian subtitle sometimes got lost in their translations. The writer have an assumption that since Indonesian Subtitle in Netflix made by some professionals, they might have more knowledge in translating wordplays than some random and unknown people who made fan-subtitle in a website called subscene.com. Thus, the writer was intrigued to compare between Netflix Official Indonesian Subtitle and Asmodeus Indonesian Fan-Subtitle in relation to wordplay translation.

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One example of wordplay translation in Brooklyn Nine-Nine series Episodes 6 titled "Halloween" can be seen in a scene when Jake arrested a thief in banana costume from a bank. The dialogue is as follow:

Example 0.1 Wordplay on Episodes 6

Jake Peralta	:	"Trying to "**Split**", huh?"
Netflix Subtitle	:	"Mencoba "**SPLIT**", ya?"
Asmodeus Fan-Subtitle	:	"Mau **kabur** ya?"

Instead of translating it into wordplay, Netflix Official Subtitle did not transferred the wordplay in English in their Indonesian Subtitle. On the other hand, Asmodeus seemed to pay attention into the settings of scene. Instead did the same as Netflix Official Subtitle, Asmodeus transferred it. In fact that Split, in here, has two meanings. First, **Split** in this line referred to an ice cream sundae served over slices of fruit (Dictionary 2021). Second, **Split** means leave (Dictionary 2021). Since the thief wore a banana costume, it makes sense that his banana has close relation to the dessert as in the first meaning. Furthermore, the thief was trying to escape as in the second meaning.

According to Munday (2012), subtitle is a transcription of the dialogues that have been translated from one language to another language that appeared on the screen. Subtitles are transcriptions that have been translated from foreign languages into local languages case, from English to Indonesian. Subtitles usually consist of 2 lines, with 35 to 40 characters (Munday 2012). In the process of making subtitle,

translations process applied in this language product. The translation is transforming or transferring meaning from one language to another language (Larson 1998).

Moreover, subtitle is the one type of audio-visual translation product. Adzhani (Adzhani 2019) defines two types of subtitle. There are Official Subtitle and Fan-Subtitle. Fan-Subtitle is a subtitle that made by a fans or non-professionals translators (Cintas 2006). Fan-subtitle is very easy to found them on the internet. However, official subtitle is a subtitle that made by professionals translators. Usually official subtitle came together with the movie or series. Fan-subtitle, in other hand, could be found in some websites, for instance, subscene.com, the most popular subtitle websites. People could download freely in those websites. Since the writer did not find "Pein Akatsuki", the most popular Indonesian Fan-Subtitle, on Brooklyn Nine-Nine (2014) on subscene.com, the writer choose "Asmodeus" Indonesian Fan-Subtitle to analyzed what method did they used to translate wordplay.

It is interesting to observe wordplay translation since the object of the study, Brooklyn Nine-Nine is a comedy series. Wordplay is one of their ways to deliver a humour in the series. In order to analyzed types of wordplays found in Brooklyn Nine-Nine Series and translation method of wordplays found in both Netflix Official Subtitle and Asmodeus Indonesian Fan-Subtitle from English to Indonesia, this study used Delabastita's (1996) types of wordplays and translation method of wordplays theory. Wordplay according to Delabastita (1993) is a term which refers to the textual phenomena which can be indicated by the language structures that are exploited in various ways from more or less two linguistic structures with different meanings.

Delabastita (1996) also provides several categories in wordplay based on their structure, including; 1) Homonymy; 2) Homophony; 3) Homography; 4) Paronymy; 5) Horizontal Wordplay; 6) Vertical Wordplay. Delabastita (1996) also describes the methods of translating Wordplay, as follows: 1) Wordplay to Wordplay; 2) Wordplay to NON-Wordplay; 3) Wordplay to Related Rhetorical Device; 4) Wordplay to ZERO; 5) Wordplay ST (Source Text) to Wordplay TT (Target Text); 6) Non-Wordplay to Wordplay; 7) Zero to Wordplay; 8) Editorial Techniques.

There are previous researchers, who have conducted similar studies used similar theories. All of them also used Delabastita's (1996) types of wordplays and translation method of wordplays theory. Even though, Delabastita (1996) defined it as a translation "method" of wordplays theory, all of them used different terms. Some of them called it as a "method", "strategy", "technique", or "procedure". In order to omit the confusion between those terms, Molina and Albir (2002) proposed that method, strategy, technique, and procedure belong to different categories. According to them, translation method referred to the way a specific translation process is carried out in terms of the translator's goal. Translation strategy is a significant element in problem solving. Strategy is related to the mechanism used by translators in the translation process to find a solution to the problems they encounter Translation technique described as the result obtained and can be used to categorize various translation solutions. Procedures have to do with learning how to do things and being able to plan activities in order to achieve a particular objective. Procedures include the use of simple techniques and skills.

Discussion about Wordplay Translation has been conducted by several researchers. Wibisono (2014) suggested that subtitle must have a degree equivalence on their translations from the source text to target text. Wibisono (2014) also suggested that a good subtitle must maintain their meaning when transferring from source text to target text, even when their translating wordplay in Shrek Movie. He also suggested that it would be appropriate if the translators maintained the meaning of the wordplay from source text to target text without changed the meaning or omitted it. Maharani (2016) did not say much about translation and wordplay. Maharani (2016) found in the Big Bang Theory, the phonological structure (homonymy and homophony), the lexical development (idiom), and the syntactic structure are the three forms of wordplay. Literal translation, loan translation, situational translation, and no translation were among the methods used to translate wordplay discovered.

Auliah (2017) analyzed wordplay found in Hotel Transylvania, and revealed that the translators did pay attention to their works and the whole aspects of the movie. Furthermore, she or he found Polysemy is the most common form of Pun in the Hotel Transylvania 2 film, and Pun to Pun is the most commonly used mode of translation into the target language. Suyudi (2019) suggested that choosing specific techniques of translating wordplay have a significant impact to their audiences, for instance the use of non-wordplay in the Hotel Transylvania movie has a huge impact on the sense of the target text, which influences whether or not the viewer laughs while watching the movie. Thus, Suyudi (2019) found phonological and graphological structure (homonymy, paronymy, and homophony), lexical structure (polysemy), morphological

structure, and syntactic structure are the four forms of wordplay used in an American television series called "Friends" to make people laugh.

Fithri (2019) have similar idea to Suyudi (2019) that choosing specific techniques of translating wordplay have a significant impact to their audiences. However, Fithri (2019) used different movie. Meanwhile, the writer in this study focused on comparing Netflix Official Indonesian Subtitle and Asmodeus Indonesian Fan-Subtitle to find what made them different in translating wordplay in Brooklyn Nine-Nine (2014) Series.

Brooklyn Nine-Nine (2014) is created by Dan Goor and Michael Schur. This series is released their first episode and first season on September 17th, 2013, in Netflix. Meanwhile their second season released on September 28th, 2014 in Netflix. Until this study written, this series has seven seasons, and each season has 18 until 23 episodes, and each episodes have various duration of length from 23 minutes until 30 minutes long. In this study focused on the first season, which consist of 22 episodes, and second season, which consist of 23 episodes. This series has 9 main characters, which are Jake Peralta (*Andy Samberg)*, Rosa Diaz (*Stephanie Beatriz*), Terry Jeffords (*Terry Crews*), Amy Santiago (*Melissa Fumero*), Charles Boyle (*Joe Lo Truglio*), Raymond Holt (*Andy Braugher*), Hitchcock (*Dirk Blocker*), Scully (*Joel Mckinnon Miller*), and Gina (*Chelsea Peretti)*.

It is interesting to analyzed Brooklyn Nine-Nine series because Brooklyn Nine-Nine, quantitatively speaking, has a lot of viewers in the first season and the second season than the rest of the five seasons. Brooklyn Nine-None is a special than others

series are. Brookln Nine-Nine has a bravery to show up or give a critics towards sensitive issues, for instance in their fifth season episode titled "Games Night" shows about character called Diaz Rosa honestly and openly say to her parents that she is bisexual. Moreover, Brooklyn Nine-nine treats gay character well than others series. Oftenly, other series treat their gay character as a comic relief, meanwhile Brooklyn Nine-Nine, instead treats their gay characters as a comic relief, they create them as a serious characters and do not give disrespectful jokes about their sexuality. This study used Delabastita's (Delabastita 1996) types of wordplays and wordplays translation method theory. Also, this study aims to find out what types of wordplays appeared in Brooklyn Nine-Nine Series, what wordplay translation method used by Netflix Official Subtitle and Asmodeus Fan-Subtitle, and what are the differences between Netflix Official Subtitle and Asmodeus Fan-Subtitle in the using of wordplays translation methods.

1.2. Statement of the Problem

The following are the questions tried to be answered through this study:

1. What are the types of wordplays occurred in Brooklyn Nine-Nine Series Season One and Season Two?

2. What kind of wordplay translation methods used from English to Bahasa Indonesia in Netflix Official Subtitle?

3. What kind of wordplay translation methods used from English to Bahasa Indonesia in Asmodeus Indonesian Fan-Subtitle?

4. What are the differences between Netflix Official Subtitle and Asmodeus Fan-Subtitle in the using of wordplays translation methods?

1.3. Objectives of the Study

The objectives of the study are as follow :

1. To show the type of wordplay appeared in Brooklyn Nine-Nine Series Season One and Season Two

2. To show wordplay translation method used from English to Bahasa Indonesia by Indonesian Netflix Official Subtitle

3. To show wordplay translation method used from English to Bahasa Indonesia by Asmodeus Indonesian Fan-Subtitle

4. To show the differences between Netflix Official Subtitle and Asmodeus Fan-Subtitle in the using of wordplays translation methods.

1.4. Significance of the Study

Theoretically, the purpose of the study is contributing to the wordplay translation research. It is expected to become a reference in translation studies. It is also expected to give a new insight on comparing official subtitle and fan-subtitle. Therefore, hopefully, this study can be used as a reference for the future researchers who would like to conducting wordplay translation on series or movies.

Practically, this study offer the translation method for amateurs or even professional translators, specifically on wordplay. In addition, this study can be used

as a reference for further research. It expected that this study will help the translators to easily identify a wordplay occurred in a movie or series.

1.5. Scope and Limitation

The scope of this study is Wordplay Translation in two subtitles, namely the Asmodeus Indonesian Fan-Subtitle and Indonesian Netflix Official Subtitle. This study did not discuss other verbal features of humor, apart from Wordplay. Further, this study focused Translation Method of Wordplays and Types of Wordplays

1.6. Definition of Key Terms

Subtitle : a transcription of the dialogues that have been translated from one language to another language that appeared on the screen. Subtitles usually consist of 2 lines, with 35 to 40 characters. (Munday 2012).

Translation Method : the way a specific translation process is carried out in terms of the translator's goal (Albir 2002).

Wordplay : a term which indicates the textual phenomena which can be indicated by the language structures that are exploited in various ways from more or less two linguistic structures with different meanings, which are called signified or with more or less the same formation, which are called signifiers (Delabastita 1993).