

CHAPTER I

INTRODUCTION

1.1 Background of the Study

A movie has become one of the media that people use to entertain and/or to learn new things—the message delivered in a movie gives society new knowledge. Every movie has a moral message that the producer wants to deliver to the audience, regardless of the genre or theme of the movie. People can understand a movie easier than reading a written text like a novel. Therefore, many people strategically used the movie as their communication tool.

In a movie, language has a critical role and function. Since language is a practical element in conveying information in a movie, so the movie might lose its meaning if there is a language barrier. Due to globalization and technological development, people nowadays are able to watch movies from around the world. Many Indonesians enjoy watching western movies that use English in their dialogue. People who do not have good knowledge in English, on the other hand, will find it difficult to follow the story given in those films. Therefore, in order to know the meaning of that language, people need a translation.

A translation aims to deliver a particular message from one language to another completely different language. The replacement of equivalent textual meaning in the original language to textual information in the receptor language is called translation. (Catford 1965). In doing any translation, a translator must find the source text meaning as the first step. Grasping the meaning has to consider many

things such as context, grammar, and social culture. It is done to obtain the right meaning reflected by the expressions in the original text. However, the translation process is not as simple as substituting the meaning of a word to another based on the literal context of the text. The translation result should serve the target language's information without changing the meaning in the source language.

According to Cintaz (2009), there are three types of audiovisual translation: subtitling, dubbing, and voice-over. The textual translation of the source language of a television program or movie into the target language is named subtitle. Subtitled text normally displays the conversation or narration in the source language in two lines at the bottom of the screen. Meanwhile, a translation form where the original recording or audio language is switched with audio in a different language and then combined with media audio to make it sound as natural as possible is called dubbing. Those two translation forms are similar in their aim to transfer the meaning from one language to another different language, but they differ in how they provide the translation. The first one is orally and the other one is in written text. Voice-over is a translation method done by decreasing the original audio to a minimal level in order to ensure the audience can hear the audio translation that overlaps with the original audio.

Translating a movie or subtitling is quite different from a book or text translation. It is because subtitling has some limitations where the translation needs to be denser due to limits of space and time. According to Hatim and Mason (1996), cited from Ambarwati (2016), a subtitle must be able to cover all the information spoken by the character in the movie in only two lines of a maximum of about 35

words and at a range time between $\frac{1}{2}$ - $1 \frac{1}{2}$ second. Therefore, reduction and simplification in the target language are necessary to make the action displayed and the subtitle provided on the screen connected smoothly. There are four main constraints that cause a translator to face some difficulties when translating a movie stated by Hatim and Mason (1996). First, the switch in mode from spoken words to the written text makes particular speech features in the written form of the target language not automatically represented. Second, the factors that determine the medium or channel in which meaning is to be conveyed. Third, the reduction of text in the source language as a consequence of the second constraint. Last, the requirement of matching between the subtitle and the visual image.

In a translation process, it is typical for a translator to face some problems during the process. Nord (2005) explained in her book *Text Analysis in Translation* that translation problems and translation difficulties are different. Nord (2005) stated that a translation problem is an objective transfer task that every translator must solve during a particular translation process. Meanwhile, translation difficulties are subjective and depend on the individual translator as well as the specific working conditions.

Nord stated that there are four translation problems that usually arise during the translation process: pragmatic, convention-related, linguistic, and text-specific. The pragmatic translation problem occurs from the contrast position of two different communicative environments or situations of the target language and the original language, such as SL versus TL receivers and SL versus TL Medium. The convention-related translation problems arise because of the differences between

the particular culture of the original language and the receptor language. The linguistic translation problems occur because of the structural differences between the source language and the target language. The last translation problem, text-specific problem, arises from a particular text that cannot easily be transferred to other languages; idioms, puns, and wordplay are examples of this translation problem.

One of the most difficult terms to be translated is an idiom. That is because idioms cannot be translated directly because of their unpredictable meaning and grammar. According to Larson (1984), an idiom is a set of words which the whole meaning of the idiom is different from the meaning of each word. An idiom is one of the particular linguistic phenomena that can be found in any language, used by the speakers to express their feelings or conditions when they speak or write. Every word in an idiom phrase has a meaning, which in many cases, when the individual word is combined with another word, the meanings are changed.

Translating idiomatic expressions has been very problematic and difficult for many people, especially non-native speakers. For example, the idiom **kicked the bucket**; this idiom can have different meanings because of different contexts and situations when this idiom was uttered. Fernando (1996) gives two examples of this idiom that are presented in a different context. The first example is “Bob saw the look in his boss’ eye and nearly **kicked the bucket**,” and the second example is “I nearly **kicked the bucket while** laughing.” Those two idioms have different meanings even though they use the exact same words. According to Fernando (1996), the idiom **kicked the bucket** in the first example means “completely

terrified”; meanwhile, in the second example, it means “very amused.” The previous discussion shows that interpreting the meaning of an idiom is not easy and a little bit tricky. Thus, this demands a translator to learn idioms in order to have a good quality translation. The translator must be aware of the context and convention of the idiom use and find the equivalence in the target language after finding the correct meaning of the idiom.

Baker (1992) gives a detailed explanation about translating idioms' difficulties. They are 1) The source language lacks an equivalent word in the target language. 2) The meaning and the use of the word in the target language may be different, even though they have a close equivalent with the word in the source language. 3) In the source text, an idiom can be used simultaneously in both its literal and linguistic contexts. The idiom play in the target language cannot successfully be reproduced unless the idioms in the target language correspond to the source language idiom in both form and context. 4) The frequency with which idioms are used may differ in the source and target languages.

Because of those difficulties mentioned above, a translator needs translation strategies to ensure that the meaning of the original text can be managed well in the target text. The strategy of translation is used to help the translators in translating idioms. Baker states that the translator must choose the most appropriate strategy in order to accurately and efficiently translate the message of the idioms.

This study mainly focuses on analyzing the idiom of the 3D computer-animated movie entitled *Ralph Breaks the Internet: Wreck-It Ralph 2*, produced by Walt Disney Animation Studios and released in 2018. This movie is the sequel to

the animated movie *Wreck-It Ralph* that was released in 2012. The researcher chose this movie because it is an animated comedy movie and does not contain any negative scenes, so it is acceptable to watch by all ages. Since children can also watch this movie, so a movie translator needs to provide an appropriate and easy-to-understand translation. Besides, there are more than 20 idioms found in this movie.

In fact, in the *Ralph Breaks the Internet: Wreck-It Ralph 2* movie, some idiomatic expressions are repeated by the characters in the movie. One example is the phrase "Kick your butt"; this phrase does not have a literal meaning that the speaker will kick the butt of the interlocutor. According to the Merriam-Webster dictionary, this phrase is a verb that means to trounce someone. From that explanation, we can conclude that the phrase "kick your butt" is considered as an idiom because the meaning of that phrase has a different meaning from the words that are used to make them.

The movie and subtitle analyzed are drawn from Disney+ Hotstar. Disney+ Hotstar is a paid media service that provides online streaming of popular movies and TV shows mainly produced by Disney. Disney+ Hotstar also provides subtitles in many languages on all the movies which can be streamed on their sites, such as English, Indonesian, Japanese, Korean, and Spanish. This streaming site can be easily accessed in many countries all over the world through the internet.

There are three studies that are closely related to this research. A study titled "Translation Strategies of Idiomatic Expression Used in *Maze Runner: The Scorch Trial Movie*" by Khairunnisah (2016) shows an idiom that appears often and is used

in the movie is phrase idiom. This study uses the theory from Cowie, Mackin, and McCaig to analyze the idiomatic expression type and Baker's theory to analyze the translation strategy. The researcher found that translation by paraphrase strategy is the strategy that mostly used by the translator. Khairunnisah (2016) also concludes that the use of idioms is determined by the context and situation in the movie. Meanwhile, the categories of each type of translation strategy influenced the translation strategy used in the translation process.

Another study entitled "English-Indonesian Translation of Idiomatic Expressions in *Pirates of Caribbean: The Dead Man's Chest Movie Script*" by Ahsan (2016) analyzed the types of idiomatic expressions found in the movie. The researcher used Hockett's theory to analyze the type of idiomatic expression and Baker's theory to analyze the translation strategies. The result of this study shows that the most used strategy in the movie is translating by paraphrase. Ahsan stated that paraphrasing could be an appropriate strategy when there is no equivalent in the target language, and its use can influence the meanings of the target text.

Still, another study titled "Strategies Used in Translating Idiomatic Expressions in the Subtitle Translation of The Transporter 2 Movie" by Ariyanto and Asmarini (2013) analyzes the idiomatic translation strategies using Baker's theory. However, the researchers only analyze the translation strategies without categorizing the types of idiomatic expressions. This study also shows the same result as the study by Ahsan (2016), which is the most used strategy to translate the idiomatic expression is a translation by paraphrase. According to researcher, this strategy can help the translator solve the problems in translating idiomatic

expressions in subtitle translation, these strategies are used in to make the result of translation not only enjoyable but also meaningful for the readers.

Three studies explained in the previous paragraph are related to this study which has also analyzed the idiomatic expression and the translation strategies in movies. However, the target viewers of those previous studies are teenagers and adults who are assumed to have an adequate vocabulary and ample of life experience. On the other hand, this study analyzed the translation strategies of idioms in a 3D computer-animated movie *Ralph Breaks the Internet: Wreck-it Ralph 2* movie. As an animated movie, the most likely viewers are children instead of teenagers or adults. Translating idioms for children viewers might be a little bit tricky since they do not have a broad knowledge of the language as adults. Thus, it is hard for them to understand the meaning of idioms, especially if it is in a foreign language. Therefore, this research is intended to reveal the translation strategy applied for English idioms present in the movie in a bid to see whether there are any differences in translation strategies applied in a movie that has different target viewers. This research is also conducted to find out which translation strategy is used for each type of idiom.

Qualitative research with content analysis method is used in this research. The presence, meanings, and relationships of words and concepts in the text are the focus of this content analysis method. The primary data of this research were idioms found in the original English script and its Indonesian translation of *Ralph Breaks the Internet: Wreck-It Ralph 2* movie. Based on Fernando's (1996) theory, types of idioms are elaborated. Then, the researcher examined idiom translation strategies

used to translate idioms in *Ralph Breaks the Internet: Wreck-It Ralph 2* movie according to the theory of translation strategies proposed by Mona Baker (1992). This study is conducted to describe the types and meanings of the idioms and the translator's strategies in successfully translating idioms in animated movies. It is expected that the result of the research findings can contribute to solving the problem and the difficulty associated with translating English idiom into Bahasa Indonesia.

1.2 Statements of the Problem

Based on the background of the research, the researcher tries to get the answer to the following questions:

1. What types of idioms are found in the *Ralph Breaks the Internet: Wreck-It Ralph 2* movie script?
2. What strategies are used to translate the idioms in the *Ralph Breaks the Internet: Wreck-It Ralph 2* movie script into Indonesian?

1.3 Objectives of the Study

Based on the formulation of the problem, the objectives of the research are as follows:

1. To list the types of idioms in the *Ralph Breaks the Internet: Wreck-It Ralph 2* movie script.
2. To reveal the translation strategies of English idiomatic expression in the *Ralph Breaks the Internet: Wreck-It Ralph 2* movie script into the Indonesian language.

1.4 Significances of the Study

Theoretically, this study is expected to provide more information about audiovisual translation, especially translation of idioms in a movie. Furthermore, this study is expected to give stimulus to the new researcher to analyze this topic in more profound, further, and better techniques. Practically, this result of the study is hoped can be an additional reference for lecturers in teaching translation and students in learning about idiomatic translation. Furthermore, this study can be used as a reference and guidance for future researchers interested in the same topic with this research.

1.5 Scope and Limitation

The scope of this research is translation studies. However, this research discusses audiovisual only, especially movie subtitling. The limitations of this research are narrowed to the object and the theories used in this research. This research will use Ralph Breaks the Internet: Wreck-It Ralph 2 movie as the object. The theories limited to find out what types of idiomatic expression found in that movie by using Chitra Fernando (Fernando 1996) theory of idiom categorization and also what strategies used by the translator to translate the idiomatic expression by using Mona Baker (Baker 1992) theory of idiomatic expression translation.

1.6 Definition of Key Terms

In order to avoid misunderstanding in defining some terms that used in this study, the researcher explains the key terms as follows:

Idiom : a phrase or sentence which meaning cannot be deduced from the meaning of its constituent words and must be learned as an entire unit (Hornby 1995)

- Movie : a recording of moving images that tells a story and that people watch on a screen or television (Merriam-Webster Dictionary)
- Subtitle : a text, usually written at the bottom of the screen, that provides the original dialogue of the speaker or the dialogue of the movie in another language and linguistic elements from part of the visual image or the soundtrack (Cintaz 2009)
- Translation Strategies : a conscious procedure used for solving a problem faced in translating a text or any segment of it (Lörscher 1991)