

## **CHAPTER I**

### **INTRODUCTION**

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

Presently, watching movies became a common leisure activity during the pandemic era which requires us to stay at home. Movie is a product of culture which contains many cultural sets such as language, background and setting, also the characters inside since it is influenced by human cultures (Rahimi, et al. 2014). Moreover, movies give the audiences amusements and entertain them uniquely. The audiences could sense the emotion delivered and take the messages presented in the movie. Additionally, the widespread and globalization of movies from one country to other countries requires the translation of the movies. So that they could be understood by different audiences in different cultures. It is expected that the messages could be delivered with the same value from the Source Language (SL) into the Target Language (TL). One of the legal movie platforms that provide subtitles in many languages is Disney+ Hotstar.

Disney+ Hotstar provides quite a selection of movies worldwide. In some countries such as Singapore, Canada, United States of America (USA) and United Kingdom (UK) this platform is launched as Hotstar only, but in Indonesia it is launched as Disney+ Hotstar. It contains movies produced by Disney, Marvel studios, and others, so the movies genre vary in this platform, not only for kids, but also for adults. Furthermore, Disney+ Hotstar provides subtitle and dubbing in many languages, so that it is suitable for audiences in different culture with the original language of the movie. One of the movies from Disney that accessible in

Disney+ Hotstar is *Christopher Robin*. That movie is well-known as a legendary movie because the story about the characters in the movie has been existed for a long time and has undergone several remakes.

*Christopher Robin* is a family movie which originally came from a true event and a very popular story about Winnie The-Pooh. It was released in 2018 and got 2<sup>nd</sup> runner up as a Best Visual Effects and Best Kids and Family movie. The story comes from the writer's son named Christopher Robin who was fond of playing with his dolls Pooh, Eeyore, Tiger, Piglet, and Roo. One characteristic of this movie is the presence of idiomatic expressions and fixed expressions since it is based on literary works and has been novelized after the movie was released. Therefore, the author chose this movie as the object in studying translation strategies of idiomatic expression. Moreover, this movie is categorized as a Kids and Family movie, which is still rarely chosen as an object in the same topic of study. The audio of the conversations in the movie in English is considered as the Source Text (ST) and the subtitle in Indonesian is used as the Target Text (TT) of this study.

In fact, translating idioms or idiomatic expressions as words peculiar to a language posed certain difficulties. Despite different terms, both can be used interchangeably to refer to an expression which does not follow the regular rule of a language (Baker 2011). She added that they are fixed expressions that contain meanings which cannot be diminished from their individual constituents (Baker 2011). Similar to Baker, Veisbergs in Mustonen (2016) accounts that idioms are similar to fixed expressions and are word combinations that can be transferred

fully or only partially. Idiomatic expressions are cultural-bound or culture-specific utterances which cannot be translated literally. According to Bassnet (2002), in translating idioms, the translation process probably suggests omission of the basic linguistic components of the SL. Hence, the idioms could be transferred precisely.

It is already mentioned that translating idioms remain problematic for translators or any Language Service Provider (LSP) such as subtitlers. According to Baker (2011), idioms may have no equivalence in the target language. Moreover, idiomatic expression is sometimes culture-specific that is hard to put into words in the target language which is obviously culturally different. That could be the most challenging part in translating idioms, to find a good choice to transfer the meanings without changing its sense.

In translating idioms, main difficulties are caused by the fact that not all of the idiomatic expressions are transparent. According to Baker (2011), there are four main difficulties, those are: (a) an idiom or fixed expression may have no equivalent in the target language; (b) an idiom or fixed expression may have similar counterpart in the target language, but its context of use may be different; (c) an idiom may be used in the source text both its literal and idiomatic senses at the same time; and (d) the very convention of using idioms in written discourse, the context in which they can be used, and their frequency of use may be different in the source and target language.

Further, Baker (2011) noted that those difficulties came from the characteristic of idioms and fixed expressions that contain culture-specific items. However, Baker said that it is not about the culture-specific items that make idioms hard to

translate. But, more on the meaning carried and the relation with culture-specific context that could make idioms and fixed expressions untranslatable or hard to translate.

However, there are translation strategies provided by experts to overcome the problems that appear in translating idioms. The strategies that are offered by experts are quite different from each other. Baker (2011) proposed six strategies in translating idioms which are possible to maintain a good equivalence meaning in TL. Other strategies in translation come from Vinay and Darbelnet (1958) which contains borrowing, calque, literal translation, transposition, modulation, equivalence and adaptation. According to Molina and Albir (2002), translation strategies are procedures that can be chosen by translators when they are dealing with particular conditions. One of the particular conditions that may be faced by translators is dealing with idioms. By using a certain strategy, the idioms translation should have met the point of equivalence.

Language structure of each language may be varied and dissimilar, but to find the equivalence is possible (Pym, *Natural and Directional Equivalence in Theories of Translation* 2007). The resulted translation from the SL to the TL should meet at a point of equivalent. According to Baker (2011), equivalence of a translation means that the resulted translation in the TL has the same meanings on the same level. Similar to Baker, Pym (2007) also stated that equivalence is whenever words that are translated into the TT share the same value and are said as equal. Some experts on translation studies have developed numerous theories about equivalence of the translation. One of the theories is proposed by Pym (2007)

which categorized equivalence into two, natural equivalence and directional equivalence.

Therefore, the current study investigates the translation strategies used to translate the idioms found in *Christopher Robin* 2018 movie subtitle and analyzes the equivalence of the resulted translation in the subtitle. This study also strives to fill the gap from the previous researches in translation strategy of translating idioms by using a different kind of object that is a Kids and Family movie. Before analyzing the translation strategies, the author identifies the idioms type first and then analyzes the strategies employed and the equivalence from using certain strategies.

Many studies have been conducted with the same issue about translation strategies in translating idioms. The studies conducted by Fitri, Faridi and Hartono (2019), and Ahdillah, Hartono and Yuliasry (2020) had similar object, they all used novels as their object of study. They investigated the idioms in the novel and analyzed the strategies used. The result of their studies showed that paraphrasing was the most frequent strategy appeared in translating idioms in novels.

While studies conducted by Destaria and Rini (2019) and Lestari (2019), used movie subtitles as the object of their study but different theories. Lestari (2019) used the strategy of subtitling, but Destaria and Rini (2019) used translation strategy theory. The study conducted by Lestari (2019) showed that the most strategy used is *transposition*, while the Destaria and Rini (2019) study presented that the most used strategy is *paraphrasing*. On the other hand, this study focuses on translation strategies and the equivalence of idiomatic expression translation

found in a family movie to enrich the discussion on translation strategies and equivalences in different movie genre.

### **1.2 Statements of the Problem**

In this study, the researcher has already formulated three statements of the problem to answer which are:

1. What are the idioms types found in *Christopher Robin* 2018 movie?
2. What are the translation strategies used to translate the idioms in the Indonesian subtitle of *Christopher Robin* 2018 movie?
3. What are the equivalences of the idioms translation in the Indonesian subtitle of *Christopher Robin* 2018 movie?

### **1.3 Objectives of the Study**

Regarding to the statements of the problem that the researcher has stated before, this study is focused to answer those questions, which follows:

1. To identify the idioms types found in *Christopher Robin* 2018 movie.
2. To map the translation strategies used to translate the idioms in the Indonesian subtitle of *Christopher Robin* 2018 movie.
3. To reveal the equivalences of the idioms translation subtitle in the Indonesian subtitle of *Christopher Robin* 2018 movie.

### **1. 4 Significance of the Study**

This research is beneficial in the field of translation both in theoretical and practical ways. In theoretical ways, this study could give a contribution to the field of translation studies, since this research is about the translation strategies and the equivalence of idioms. This study also participates as a reference of

literature for the next researchers about this study. Moreover, there are also practical benefits from this study. The first is giving more understanding about translation strategies and equivalence to the people who are interested in this field of study. Secondly, it also gives the readers insight about translation of idioms and equivalence of a movie subtitle.

### 1.5 Scope and Limitation

According to the topic of this study, the scope of this study is the idioms found in the Indonesian subtitle of *Christopher Robin* movie. Furthermore, this study is limited in only focused on the idioms type, translation strategies used and the equivalence of the resulted subtitle in translating idiomatic expressions found in *Christopher Robin* 2018 movie. This study is not analyzing the translation strategies and the equivalence in translating other utterances in the movie that do not contain any idioms.

### 1.6 Definition of Key Terms

- Equivalence : on some level, a source text and a translation can share the same value, and that this assumed sameness (Pym 2014).
- Idioms : words which do not follow the regular rule of a language (Baker 2011).
- Translation Strategy : procedures that can be used by the translator when dealing with particular condition or whenever they face challenges in translation (Molina dan Albir 2002).