

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the study

Language is an important thing for humans as social creatures. The meaning of language can be understood in various ways. Saussure stated in (Noermanzah, 2019, p. 306) that language is a gift to distinguish human from other creation in the world. She also stated that language with its relation to human, plays an important role. Language is what a human uses to communicate and deliver messages to others. It seems natural that a baby begins to produce a sound to indicate a message to other people. Philosophically, it highlights the relationship between language and humans. Language also evolves among humans. The use of language also differentiates groups of people. It is true that every country has its own language.

Due to the fact that multiple languages are spoken in the world, the challenge of communication is to understand people who speak other languages. According to (Subiyati, 1995, p. 18-19) globalization has changed many aspects of the world, one of which is its demands on the use of language, which is also global as a means of communication. Internationalization of language for people with different native language backgrounds, communication requires tools that make it easier for people to understand each other without having to understand the international language. To put it simply, people with different native language backgrounds understand each other in their native language. So that people need translation

The definition of translation has been defined by many people around the world, it can be found in dictionaries, books, magazines, or theses. Translation is the process of changing any text or word that is written or spoken in a specific language into another form in a specific language (Merriam-Webster Online Dictionary, 2022; Oxford Dictionary, 2022). Translation is defined as a method of changing a word or text from one language to another.

Muchtar and Kembaren (2018, p. 2-3) stated that translation is the action performed by the translator when translating the text from the source language (SL) into another language. Translation can also be described as means of interlingual communication that allows users of different languages to understand each other. A translator is a person who enables the exchange of information between users of different languages by creating translations in the target language (TL).

The translation that appears as a "systematically constructed unit" indeed has a long process. As stated by (Sawant, 2013, p. 1-8), one of the most important points in the history of translation dates back to 3000 BC. B.C., the Rosetta Stone. The Rosetta Stone is believed to be the oldest translation work. Homer's Odyssey called Odusia into Latin. Based on this evidence, it is proven that translation and its process have been around for a long time, even considering that the process must have evolved significantly since it was first discovered. It is common to see translations everywhere, and there are currently many translators around the world. The translation produced can also be read and heard well. The development of the world in general has a profound impact on people, technology, and science, especially translation. Unlike when it was first discovered a long time ago, the effect indeed brings pros and cons to all people, which is totally helpful and addictive, but people need it. Today, anybody can translate, not just sworn translators or translation experts. Applications like Google Translate, Microsoft Translator, Naver Papago, and new translation features in many applications can help people translate.

Nowadays, translations are easy to find in books, songs, movies, etc. Rapid technological development is affecting the presentation of more information in audiovisual formats such as CDs, DVDs, etc., creating a link between language and technology. In the audiovisual field, one of the most important area of development is subtitles, which have been key to communicating with a wider range of viewers. It was common for Indonesians to find translators with disguised names, such as Pain Akatsuki in *Layar Kaca 21* or Lebah Ganteng in *Indo XXI*, who provided free subtitles of films to the public. The same free subtitle can also be found in a YouTube feature called Auto-Translate.

Khalaf (2016, p. 122) states that a subtitle is a type of translation that includes dubbing, and audio descriptions. In other words, the audiovisual translation of a TV show or film is transmitted in a specific form to be understood by audiences unfamiliar with SL. In the translation process, translators sometimes find figures of speech. In the words of (Regmi, 2015, p. 77), images, symbols, personifications, and metaphors are sometimes used by the writer in poetry to embellish the poem and indirectly convey the message to the readers. Consequently, language becomes referential and connotative. Figure of speech, in simple terms, is a way of saying something other than literally. It adds extra dimensions to language and connects one thing to another. One of the most representative types of figure of speech is metaphor.

One of the common figures of speech in literature or language is the metaphor. Its relationship to language does, in fact, have a lengthy history and can be understood by individuals with a variety of understandings. The majority of people are aware that a metaphor is a figure of speech that is used to compare objects, as well as the concept of human thought by analogy to implicitly compare two things. Metaphors are also inherent in culture, so some are universally understood and others are not. Because the receiving language does not have the same metaphorical imagery as SL (Chairunnisa, 2017; Maulida, 2015; Munandar, 2019). Besides, Lakoff and Johnson state in Pardede (2019) that "metaphors are

pervasive in our ordinary everyday ways of thinking, speaking, and acting" (p. 10). They proposed that metaphor occurs at the level of thought process that connects the two conceptual worlds. So extend the metaphoric discussion. To produce a compatible meaning when translating metaphor, the translator must use metaphor translation strategy.

A strategy is a detailed plan created to accomplish a certain goal. In the study of translation, strategy is considered a way that the translator uses in order to obtain an accurate translation (Oxford Dictionary Online, 2022; *KBBI* Online, 2022; Merriam-Webster Dictionary Online, 2022). Fundamentally, the goal of a translation strategy is to facilitate the translator's ability to convey meaning from the SL to the TL.

The writer admits that translation is becoming easier. People can utilize a range of translation tools to assist them in translation. People no longer have to translate subtitles on their own or locate a translator to receive the translated subtitles since YouTube has offered an automatic option to let people view movies and listen to music by supplying the subtitle. This feature may appear automatically in certain circumstances if viewers watch a film or video that utilizes English, but in others, individuals must set up the subtitle option since the video's uploader did not put it up or set it up just to use subtitles in certain languages. Translating metaphor is a difficult task that requires a deeper grasp of metaphors and strategies for how translators overcome the difficulty of translating metaphor. With the rapid advancement of technology, particularly in the field of translation, people are able to translate quickly. Despite being a significant and exciting area of linguistic research, the writer observes that students in the letters department rarely discuss the study of metaphor. The relationship between translation and linguistics, which is highlighted in the thesis's title and in light of the fact that YouTube can now quickly make subtitles, personally inspires the writer to investigate it further.

## 1.2 Problem statement

Based on the problems, this research aims to know :

1. What is the comparison of translation strategies in the subtitle of the king's speech film translated by the translator and YouTube's automatic translation feature based on Newmark's theory?
2. What types of metaphor are found in the film based on Ullman and Larson's theory?

## 1.3 Purpose of the study

There are two objectives of this research which are definitely expected to answer the above questions :

1. To know the comparison of translation strategies used in translating English metaphor into Bahasa Indonesia on the subtitle of the King's Speech film by both the translator and YouTube's automatic translation feature based on Newmark's theory.
2. To know what types of metaphor are used in the king's speech film based on Ullman and Larson theory.

## 1.4 Significance of the study

This research is conducted in order to be beneficial for :

1. Theoritically

To offer readers information and knowledge regarding metaphor, such as metaphor kinds and metaphor translation procedures, that may be utilized as references.

2. Practically

To give non-native English speakers information and knowledge to grasp English metaphor in daily activities, so that non-natives may avoid misconceptions when interpreting metaphor with their own understanding.

## 1.5 Methodology of the study

Consider that the purpose of this undergraduate thesis is to compare the metaphor translation approach of a film subtitle. The writer chooses to do the qualitative study to compare metaphor used by the translator and YouTube.

A study methodology known as qualitative research is a form of systematic empirical inquiry into meaning that systematically looks at a variety of topics, including social, historical, behavioral, and functional ones. This type of research will, as the name implies, offer insights that a quantitative research technique cannot. Additionally, descriptive information like language or writing can be produced via qualitative research. Several crucial techniques were used in this study, such as questioning, gathering precise data, evaluating data, and deciphering the implications of data (Haradhan, 2018; Kusumastuti & Khoiron, 2019; Nugrahani, 2014; Ospina, 2004).

The characteristic in this research focuses on descriptive qualitative research. As stated by (Yuliani, 2018, p. 83–90), the term "descriptive qualitative" (QD) refers to descriptive studies in qualitative research. This research approach is widely employed in social phenomenology, which focuses on addressing research questions concerning who, what, where, and how an issue occurs, as well as delving deep to identify patterns that often emerge in a situation. In this research, the writer uses qualitative descriptions to deal with the issue and employs certain procedures for doing the research. The procedures are as follows:

1. Source of the data

The subtitle of "The King's Speech film" is the primary source of the data. The King's Speech is a biographical film directed by Tom Hooper and produced by Iain Canning, Emile Sherman, and Gareth Unwin that was released in 2010. David Seidler wrote the screenplay for this film. This film is accessible on YouTube and LK21, with subtitles on both

platforms. The writer chose this film because its dialogue is rich with metaphor.

## 2. Technique of collecting data

The data was collected using note-taking techniques. There are some steps to collecting data: First, the writer watches the film; second, he writes down the subtitles that contain metaphor using note-taking techniques; third, he synchronizes the subtitles of the film and YouTube because the focus of this study is to compare.

## 3. Technique of analysis data

The writer uses descriptive analysis method to analyze the data. According to (Sugiono, 2013), the descriptive analysis method is a statistic that is used to analyze data by describing or explaining the data that has been collected.

Because this study compares metaphor translation strategies in film subtitles, the writer applies the following stages in data analysis:

1. Choosing the film;
2. Watching the king's speech film;
3. Observing the film;
4. Identifying the data;
5. Gathering the data;
6. Synchronize the data between film and youtube;
7. Classifying the data ;
8. Analyzing the data;
9. Serving the data in a descriptive analysis method;
10. Drawing a conclusion.

## 1.6 Scope and limitation

This research focuses on comparing the metaphor translation strategies in Kings Speech film used by Rizal Adam as translator and YouTube's automatic subtitle feature and finding the types of metaphor in Kings Speech film. Given the multiple metaphor theories developed by many experts, this research expressly employs Ullman and Larson's theory. Newmark theory, like the Metaphor theory, is used in this work to find translation techniques.

### **1.7 Status of the study**

To conduct this research, the writer uses some previous studies to support this one. This research has some similarities and differences with those previous studies. The first prior study is a journal titled " Analisis Perbandingan Teknik Penerjemahan Istilah Tabu Dalam Film The Wolf Of Wall Street dan Dua Terjemahannya (Subtitle Resmi Vcd Dan Amatir Dari Situs Subscene.Com) Serta Dampaknya Pada Kualitas Terjemahan" which has been researched by Sari, N. I., Nababan, M. R., & Djatmika, D. in 2016. This research describes the forms and classifications of taboo words contained in the Wolf of Wall Street film and the amateur subtitles of the Wolf of Wall Street film. The research that the writer conducted has similarities and differences with this research. The similarity between this research and the writer's research lies in comparison. The writer's research compared two things: the translator's translation strategy and the automatic translation feature on YouTube. The writer's research subject and this research have the same subject, namely film. Differences are also evident in previous research and in the research proposed by the writer. The first, comparing metaphor, is the target of the writer's research, the second, the film used in the writer's research, is the king's speech; and the last, the writer analyzes the strategy.

The second prior study is a journal entitled "The Translation Strategies of Metaphors in the Movies Mulan and Moana" which was conducted by Alanisa, P. A., and Munandar, A., in 2019. This research looks at the metaphor in the films Mulan and Moana. The goals of this study are to identify the strategy used in metaphor translation and explain why the strategy was chosen. Several theories



are used in this study, including Lakoff and Johnson's theory to identify the metaphor and Newmark's theory to characterize the translation approach. The resemblance between this publication and the writer's study is centered on the translation strategy. Similarly, the writer's research only employs one film and contrasts the translators' metaphor translation method in the subtitles with YouTube's automated translation function.

The third previous research is a final project titled "Metaphor Translation Strategies in Vandermeers Novel "Annihilation" which was written by Nurjanah, A. in 2019. This study looks at how Newmark's translation strategies were used to translate metaphors in Vandermeer's novel "Annihilation." The writer discovered that the following strategies are most commonly used: the metaphor is replaced with a standard target language that does not clash with the culture of the target language; the metaphor is reproduced with the same image in the target language; the metaphor is translated into a simile; and the metaphor is translated into a simile plus meaning. In keeping with the title of this work, the writer uses metaphor analysis in translation strategy in the subtitle for both the translator and the YouTube automatic translation tool, and then contrasts them.

### **1.8 Organization of the study**

This research is organized into five chapters. Each chapter may be explained in detail as follows:

Chapter one introduces the background of the study, statements of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitations, status of the study, and organization of the research.

Chapter two covers the theoretical review; this chapter contains some theories that underlie this research, as well as the definition of translation, translation process, definition of metaphor, types of metaphor, and translation strategies.

Chapter three describes the findings and discussions. This chapter contains the table of the data, the analysis of metaphor types, and the analysis of the translation strategies that are found in "The King's Speech" film based on the theories.

Chapter four presents the conclusions and suggestions based on the finding.

