

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Translation is the process of complementing meaning from one language SL (source language) to another language TL (target language). According to Osman cited in Fitria translation is the process of transform the linguistic units conversations from one language to another. In contrast to interpretation, which is related to verbal information translation is related to written information (Fitria, 2020). One result of the translation process is subtitles. Subtitles are the result of the language translation method used to translate audiovisual communication types (Hutajulu & Herman, 2019). The foundation needed in translation is translation techniques to identify and assess translation equivalents from the source language to the target language. Translators can use a variety of translation techniques to properly translate any language to take every translation process. Molina and Albir cited in Faturrahman proposed the term translation technique and defined it as a procedure for analyzing and classifying an effort to archive translation equivalence. Approach technique to achieve the goal of translation is the most important thing for a translator (Faturrahman, 2020).

Purple Hearts is an American romantic movie that premiered on Netflix and was directed by Elizabeth Allen Rosenbaum. The film was adapted based on a novel of the same name by Nicholas Galitzine. The story of love marriage contract between Cassie Salazar diagnosed with type 1 diabetes and Luke Morrow a former drug addict who was in debt with a drug dealer and becomes a soldier. They were forced to enter into a contract marriage for some benefits and insurance for their survival. According to researcher, this movie is fresh, interesting and popular, especially among teenagers, and also this movie received a 9.4 rating from Netflix. This film was chosen by the researcher because it contains metaphorical meanings in its subtitles. In addition, researcher will be identify and

reveal the translation techniques and conceptual metaphors that used in subtitles that are represented in *Purple Hearts* movie.

A metaphor is an expression that describe the understanding of a concept by referring to other concepts that have similarities in a certain way. Stated by Lakoff & Johnson cited in Rahmadhanti metaphor is a figure of speech that describes something with direct and precise comparison on the same or similar basis. A conceptual metaphor is a metaphor to an abstract idea that is translation into language by using a different phrase in the same character as the notion. (Rahmadhanti et al., 2022).

1.2 Statement of the Problem

1. What types of conceptual metaphor are used in *Purple Hearts* movie?
2. What types of translation technique are used to translate the conceptual metaphor to target language in *Purple Hearts* movie?

1.3 Purpose of the Study

1. To find out types of of conceptual metaphor are used in *Purple Hearts* movie.
2. To find out types of translation technique are used to translate the conceptual metaphor to target language in *Purple Hearts* movie.

1.4 Significance of the Study

The significance of the research can be shown in two aspects, namely;

1. Theoretically,

To provide a more in-depth explanation of conceptual metaphors and convey the true meaning through the translation techniques used. The results of this research are expected to be a references for other researchers that interested in translation and semantics.

2. Practically,

To contribute to readers and viewers to pay more attention to the meaning of metaphors contained in various works and fiction. The researcher hope

this research can help readers understand conceptual metaphors through translation techniques. Especially with this research, readers can use metaphors in everyday language style.

1.5 Methodology of the Study

This research uses descriptive qualitative with MDAP (Manual Data Analysis Procedure) method. Huberman and Miles cited in Rofiah analysis of Qualitative Data Manual better accommodates researchers' understanding of data analysis carried out for participatory research MDAP gives more space for researchers to develop themselves in the field and gives more satisfaction to researchers because what is done is understood holistically (Rofiah, 2022). The processes of collect data in this research carried out by researcher with the approach of Huberman and Miles in Olapane divide data analysis into four stages: data collection, data reduction, data presentation/display, data conclusion or verification (Olapane, 2021).

1. Data Collection

The process of search, watch and listen the movie on the Netflix app, then download the English subtitle transcript from www.scripts.com of the movie and the Indonesian subtitle transcript from www.subscene.com. After that, do the note taking and collect data process.

2. Data Reduction

The process of observing movie and its subtitles, then classify, analysis data and remove data that does not contains of conceptual metaphors.

3. Data Presentation

The process of presentation, reveal information about the explanation data that contains of each types of conceptual metaphor through translation technique. The data can be represented by graph, chart or table and concise description.

4. Data Conclusion

The process of verification of data by substantial evidence based on the theory that used in this research. The conclusion is to answer the problem statement and to present the purpose of this research.

1.6 Scope of the Limitation

The scope of the limitation in this research focuses on the types of conceptual metaphors and the translation techniques used in translating the subtitles which contain the conceptual metaphors. This study is limited to figurative language, especially the conceptual metaphors types that found in the dialogues spoken by the characters in the *Purple Hearts* movie. The study material used as research data is from the entire scene subtitles that displayed by the characters in each scene of the *Purple Hearts* movie. Furthermore, the researcher limits the conceptual metaphor by theory of Lakoff and Johnson cited in three types of metaphor, they are structural, orientational and ontological metaphor (Conley, 2021). In addition, this research is based on Molina and Albir cited in Faturrahman types of translation technique consist of Adaptation, Borrowing, Established Equivalent, Description, Amplification, Calque, Compensation, Discursive Creation, Generalization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Particularization, Reduction, Substitution, Transposition, and Variation (Faturrahman, 2020).

1.7 Status of the Study

In the Faculty of Literature and Language at the Universitas Kristen Indonesia, there have been many research study about translation techniques and figurative language in movies, short stories, songs, poetry and so on. There are also some previous research study in other University that analyzes about figurative language, especially the metaphor. Those are;

1. M. Rizky Hermawan an English Literature Student at Universitas Islam Negeri Malang (2019). His research study entitled Conceptual Metaphor

Used By Major Character in *Les Miserables* movie (Hermawan, 2019). He discovered 3 types of conceptual metaphor, 10 structural metaphors, 1 orientational metaphor, and 21 ontological metaphors as the research result.

2. A Metaphor Translation In *300: Rise Of An Empire* Movie by Khilda Nida Maulida an English Literature Student at Universitas Islam Negeri Jakarta (2015). She analyzed and classify the selected metaphor using translation strategies (Maulida, Nida Khilda 2015). She discovered 10 data that contains the types of metaphor such as, anthropomorphic metaphor, animal metaphor, abstract to concrete transfer metaphor, and synesthetic metaphor in her research.
3. Universitas Sanata Dharma by Vidyadhari Wikan Pribadi an English Literature Student entitled "An Analysis of Figurative Language Translation in The Pursuit of Happiness Movie" (A Miranda, 2019) . Her researcher discovered 179 Figurative Language that contains of metaphor, hyperbole, and simile. Meanwhile, in this present research will be explore and identify types of translation techniques that suitable in conceptual metaphor from *Purple Hearts* movie subtitles. Main purpose on this research is reveal the meaning conceptual metaphor through translation techniques in *Purple Hearts* movie subtitles.

1.8 Organization of the Study

- Chapter I introduction. This chapter contains of background of the study, statements of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitation, status of the study, and organization of the research.
- Chapter II review of related literature. This chapter contains of the theories that underlie this research. It contains definition of translation, definition of figurative language, and techniques of translation.
- Chapter III findings and discussion. This chapter contains of the answers of research problems, interprets research findings, integrates research

findings into established knowledge collections, modifies existing theories, and explains research results.

- Chapter IV conclusion and suggestion. This chapter contains of conclusion and suggestion from the study that has been found.

