

CHAPTER I

INTRODUCTION

1.1. Background of the Study

In the current era of globalization, the consumption of foreign media content such as films, television programs, and online videos has increased significantly. One of the main methods to make foreign-language content accessible to a global audience is through subtitles. Subtitles serve as a bridge between languages, allowing viewers to understand dialogues, cultural references, and the nuances of foreign languages. According to Gottlieb (1992), subtitles are written translations that represent the conversations occurring in films or television programs. Gottlieb emphasizes that subtitles should prioritize simplicity and clarity, given the space and time constraints on the screen. The effectiveness of subtitles in enhancing the viewing experience cannot be denied, as they allow for a better understanding and enjoyment of content, even when the language used in the media differs from the viewer's native language.

In the context of translation, subtitles are a form of text translation that heavily relies on accuracy and the swift delivery of information. Translation itself is the process of transferring meaning from a source language (SL) to a target language (TL), which involves not only language but also the cultures underlying it. Translation as a meaning transfer process is described by Catford (1978), who states, "Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)." Thus, the translator must be able to replace the information and meaning from the source text (ST) into the target text (TT) using equivalent elements, both linguistically and culturally.

The subtitling process does not only focus on word-for-word translation but also considers aspects such as cultural context appropriateness, the preservation of the original tone, and timing accuracy to ensure that the subtitles do not interfere with the viewing experience. In this regard, translation is not merely a word exchange but also a transfer of meaning that must be adjusted to the target audience's culture. This aligns with Nida's (1964) view that translation must

involve adaptation, which means modifying the text so that it can be understood in the most natural way by the target readers without losing the essence of the original text.

The film *Maleficent: Mistress of Evil* (2019), which is a reimagining of the classic fairy tale *Sleeping Beauty*, offers a unique blend of storytelling, visual effects, and compelling performances about friendship, forgiveness, and love that transcends romantic aspects. To ensure that this film is comprehensible to a global audience, subtitles are necessary to effectively convey the film's messages so that viewers from various countries and cultures can understand them. In this case, fantasy films like *Maleficent* often involve the use of creative language and unique expressions.

Newmark (1988) identified various translation procedures such as transference, naturalization, functional equivalence, synonymy, literal translation, transposition, modulation, recognized translation, reduction, other procedures (equivalence), couplets, as well as the use of notes, additions, glossaries, compensation, and translation labels. This study specifically aims to analyze the subtitle translation of the film *Maleficent: Mistress of Evil* (2019) and to identify the translation Procedures employed in the subtitles to ensure that the intended messages are effectively conveyed to the target language audience. Therefore, this study aims to analyze the subtitle translation of *Maleficent: Mistress of Evil* (2019), as available on the Disney+ Hotstar platform, and to evaluate the effectiveness of these subtitles for the target audience.

1.2. Research Problem

1. What kind of translation procedures are applied in translating the subtitle of the movie *Maleficent: Mistress of Evil* (2019) on the Disney+ Hostar application?
2. How effective and clear is the subtitle translation of the film *Maleficent: Mistress of Evil* (2019), in conveying the meaning of the film to the target audience on the Disney+ Hotstar platform?

1.3. Research Objective

1. To identify and analyze the translation Procedures applied in the subtitles of the movie *Maleficent: Mistress of Evil* (2019) on Disney+ Hotstar.
2. To evaluate the effectiveness and clarity of the subtitle translation in conveying the intended meaning to the target language audience on the Disney+ Hotstar platform.

1.4. Significance of the Study

1. To enrich the theoretical understanding of subtitle translation by applying Newmark's translation Procedures, particularly in the context of audiovisual translation.
2. To provide insights into how the appropriate use of translation Procedures can enhance the clarity and effectiveness of subtitle translations for the target audience.
3. To serve as a reference for conducting further research in subtitle translation and other areas of translation using Newmark's framework.

1.5. Methodology

The method used in this research is descriptive qualitative. Qualitative research is an interpretive and naturalistic approach (Guba & Lincoln, 1994). aimed at understanding based on different methodological traditions and inquiry traditions that investigate a social or human problem.

1. Source of Data

The source of data in this research is the film *Maleficent: Mistress of Evil*, which was released in 2019 with a duration of 1 hour and 58 minutes. The film was directed by Robert Stromberg. The researcher accessed the film through the Disney+ Hotstar streaming platform in order to analyze the subtitle translation.

2. Data

According to Mills (1984), data refers to raw facts, observations, or events presented in the form of numbers or specific symbols. Therefore, data can take

the form of numerical values or symbols derived from direct observation. In this study, the data consist of the utterances spoken by the main character, Aurora, in the film *Maleficent: Mistress of Evil* (2019). The researcher analyzed a total of 146 dialog delivered by Aurora throughout the film.

3. Data Collection Method and Technique

According to Sudaryanto (as cited in Andhika Somantri, 2016), the discussion of research methods is closely related to techniques and instruments. A method refers to the general procedure to be carried out, a technique is the way in which the method is implemented, and an instrument is the tool used in the process.

Sudaryanto identifies two primary methods for data collection: the observation method (*metode simak*) and the interview method (*metode cakap*). In this study, the researcher applies the observation method (*metode simak*) to analyze language use. This method is comparable to the observation method used in anthropological or social research.

In practice, the observation method involves monitoring or recording language use. The researcher gathers data by observing spoken interactions, written texts, or recorded language use. This monitoring activity is the initial step to obtain the linguistic data required.

The observation method, which uses the monitoring technique (*teknik dasar sadap*), can be conducted using four supporting techniques such as: participant observation, non-participant observation, Recording technique and Note-taking technique.

According to Sugiyono (2013), data collection techniques are the most strategic part of the research process, as the main objective of research is to obtain accurate and relevant data. Therefore, in this study, the researcher used the note-taking technique and the observation method (*metode simak*) to collect and analyze the data in order to answer the translation procedures applied in this research.

Meanwhile, in order to answer the effectiveness of the subtitle translation based on three key aspects accuracy, acceptability, and readability, the researcher employed the questionnaire method using a self-administered questionnaire technique. The questionnaire was distributed to individuals who had previously watched *Maleficent: Mistress of Evil* (2019) on the Disney+ Hotstar platform.

4. Data Analysis Method and Technique

In order to answer the translation procedures applied in the subtitle translation of *Maleficent: Mistress of Evil* (2019), the researcher began by carefully watching and listening to every line of dialogue spoken by the main character, Aurora. The data were collected from both the original English subtitles and their corresponding Indonesian translations.

The data collection process involved transcribing each relevant dialogue while watching the film through the Disney+ Hotstar platform. A note-taking technique was employed to ensure accurate transcription of the dialogue. Once the data were gathered, the researcher transferred the dialogues into a Microsoft Word document to facilitate systematic organization and detailed analysis. The formatting process was conducted meticulously to ensure that no dialogue was omitted or misrepresented during transcription.

After the processes of watching and note-taking, the researcher proceeded to analyze the data using the Manual Data Analysis Procedure (MDAP). According to Rofiah and Burhan Bungin (2024), as cited in an article by Sianipar et al. (2025), MDAP is a qualitative data analysis procedure designed to help researchers systematically analyze their research data. This procedure consists of four main steps: the coding process, the classification process, the process of determining themes, and the memo formation process.

1) Coding Process

In this process, the researcher conducted coding on the data obtained through the note-taking stage. The coding process involved identifying and assigning codes to each dialogue line based on the type of translation procedure

applied, in accordance with the classification proposed by Newmark (1988). The purpose of this step was to facilitate the classification and analysis of the use of each translation procedure in the subtitles of the film *Maleficent: Mistress of Evil* (2019).

Table 1.1.1 Dialogue Coding Process

No	TIME/ACTOR	DESCRIPTION	CODE AND THEME (PROCEDURES INDICATOR)
1.	AURORA 00:06:50,853 - 00:06:54,221 Next <u>item</u> of business, the missing fairies.	<u>Urutan</u> berikutnya, peri yang hilang.	<ul style="list-style-type: none"> • Eliminating Non-Essential Words or Phrases • Using More Concise Vocabulary • Removing Redundancies or Repetitions • Adapting Alternative Grammatical Structures
2	AURORA 00:06:54,223 --> 00:06:55,723 I've <u>sent</u> more sprites.	<u>Kutambahkan</u> bidakari.	<ul style="list-style-type: none"> • Changing from Positive to Negative or Vice Versa • Shifting Perspective from Passive to Active Voice or Vice Versa • Altering the Focus from Subject to Object or Vice Versa • Using Different but Equivalent Concepts in the Target Language • Conveying Meaning Using Different Words • Adapting to Cultural or Linguistic Norms • Used When No Direct Equivalent Exists in the Target Language • Used to Explain or Convey Meaning More Naturally in the Target Language

As shown in Table 1.1.1, the researcher marked each dialogue with the appropriate code and theme based on procedural indicators. Every dialogue was carefully analyzed and categorized under the most relevant code and theme, taking into account the context of the dialogue and the intended purpose of the translation. This step was aimed at providing a more structured and systematic overview of the application of translation procedures in the subtitles of *Maleficent: Mistress of Evil*, thereby supporting a more comprehensive analysis in this study.

2) Classification Process

After the coding process, the researcher proceeded with the classification stage. The data that had been coded, as shown in Table 1.1.1, were then categorized based on the translation procedures proposed by Newmark (1998). This classification aimed to identify the specific translation techniques applied in each dialogue and to analyze how these techniques were implemented in the subtitle translation of *Maleficent: Mistress of Evil*.

Table 1.1.2 Dialogue Classification Process

No	TIME/ACTOR	DESCRIPTION	CODE AND THEME (PROCEDURES INDICATOR)	TRANSLATION PROCEDURES
1.	AURORA 00:06:50,853 => 00:06:54,221 Next item of business, the missing fairies.	Utamakan keselamatan, perl yang hilang.	<ul style="list-style-type: none"> • Eliminating Non-Essential Words or Phrases • Using More Concise Vocabulary • Removing Redundancies or Repetitions • Adapting Alternative Grammatical Structures 	Reduction
2	AURORA 00:06:54,223 => 00:06:55,723 I've sent more sprites.	Tambahkan bidadari.	<ul style="list-style-type: none"> • Changing from Positive to Negative or Vice Versa • Shifting Perspective from Passive to Active Voice or Vice Versa • Altering the Focus from Subject to Object or Vice Versa • Using Different but Equivalent Concepts in the Target Language • Conveying Meaning Using Different Words • Adapting to Cultural or Linguistic Norms • Used When No Direct 	Modulation

As shown in Table 1.1.2, the researcher classified the data that had undergone the coding process based on the identified codes and themes. In this stage, the researcher was able to categorize the findings according to the translation procedures proposed by Newmark (1988), allowing for a clearer analysis of the techniques used in the subtitle translation.

3) Process of Determining Themes

After the classification process, as shown in Table 1.1.2, the researcher proceeded to the next step, namely, Determining Themes. This step aimed to identify the most appropriate translation procedures for each dialogue in the film *Maleficent: Mistress of Evil*, based on the translation procedures proposed by Newmark (1988).

Table 1.1.3 Dialogue Determining Themes Process

c	Translation Procedures	Amount	Appropriate (✓) Inappropriate (X)
1	Transference	11	✓
2	Naturalization	1	✓
3	Cultural Equivalent		X
4	Functional Equivalent	4	✓
5	Descriptive Equivalent		X
6	Synonymy	2	✓
7	Through Translation.	41	✓
8	Shift or Transposition.	11	✓
9	Modulation	23	✓
10	Recognized Translation	1	✓
11	Translation Label		X
12	Compensation		X
13	Componential Analysis		X
14	Reduction	34	✓
15	Paraphrase		X
16	Others Procedure (Equivalence And Adaptation)	13	✓
17	Couplets	5	✓
18	Notes, Additions, Gloses.		X

As shown in Table 1.1.3, the researcher analyzed the translation techniques by focusing on their frequency of use and level of appropriateness. The strategies analyzed include the 18 translation procedures proposed by Newmark (1988), as presented in Table 1.1.3. Each translation technique displays varying data regarding its frequency of use, indicating the level of preference in applying each strategy during the translation process.

In addition, Table 1.1.3 also presents an assessment of the appropriateness of the translations, marked with a check symbol (✓) for dialogues considered appropriate, and a cross symbol (X) for those considered inappropriate. This process provides insight into the effectiveness of each technique in producing translations that are consistent with both the source and target language contexts.

4) Process of Determining Themes

After the Determining Themes process, as shown in Table 1.1.3, the researcher proceeded to the next step, namely the Memo Formation process. In this stage, the researcher incorporated the results obtained from the previous step into the memo

formation process. According to Rofiah & Burhan Bungin (2024), "Memos can help clarify thoughts about the research topic, provide a mechanism for articulating assumptions and subjective perspectives about the research field, and facilitate the development of the research design."

This process plays an important role in deepening the researcher's understanding of the data and connecting emerging themes to the broader context of the study. In order to answer the effectiveness of the subtitle translation of *Maleficent: Mistress of Evil* (2019), Nababan (2016) developed a translation quality assessment model, which consists of several aspects that must be considered to evaluate the effectiveness of a translation: accuracy, readability, and acceptability.

The researcher analyzed the subtitle translation in the film "*Maleficent: Mistress of Evil*" (2019) based on viewers opinions by distributing a questionnaire consisting of 30 questions. These questions were designed to assess three key aspects of translation quality: accuracy, acceptability, and readability. The questionnaire was distributed to individuals who had watched the film "*Maleficent: Mistress of Evil*" (2019) through the Disney+ Hotstar platform. To measure the effectiveness of the subtitle translation from the viewers' perspective, the researcher employed the Likert scale as the measuring tool. Essentially, this tool is designed to evaluate interests, attitudes, and behaviors, as explained by Djajanegara, A. R. (2019). The measurement uses a five-point Likert scale, which consists of the following levels:

Table 1.1.4 likert scale table

Level		Weight	
English	Indonesia	Positive	Negative
SA (Strongly Agree) →SS	SS (Sangat Setuju)	5	1
A (Agree)	S (setuju)	4	2
U (Undecide)	R (Ragu-Ragu)	3	3
D (Disagree)	TS (Tidak Setuju)	2	4
SD (Strongly Disagree)	STS (Sangat Tidak Setuju)	1	5

Note: Weights ranging from 5 to 1 are assigned to questions with positive (favorable) statements, while questions with negative (unfavorable) statements are given weights from 1 to 5 (reversed). The data used for the calculation of the Likert scale were obtained from questionnaire filled out by 40 respondents who had previously watched the film. The writer distributed the questionnaire to the respondents, then analyzed and calculated the results using the appropriate below:

$$P = \left(\frac{\sum BP}{\sum BM} \right) \times 100\%$$

Explanation:

- **P** = Percentage result obtained
- **∑BP** = total score obtained
- **∑BM** = maximum possible score
- **100%** = Constant number used in the analysis.

Table 1.1.4 Percentage Interval Table and Interpretation

Percentage Interval (%)	Interpretation
0,0 – 0,5	Not Present at All
0,6 – 9,5	Almost None
9,6 – 39,5	A Small Portion
39,6 – 49,5	Almost Half
49,6 – 50,5	Half
50,6 – 59,5	More Than Half
59,6 – 89,5	Most
89,6 – 99,5	Almost Entirely
99,6 – 100	Entirely

The results from the calculation using the formula above will yield a percentage (%). This percentage is then placed into the percentage interval table, such as the one shown above, so that its meaning can be interpreted based on the respective interval. This process allows for the classification of the translation effectiveness based on audience feedback, helping to assess the quality of the translation.

1.6. Scope of the Study

This study aims to analyze the translation techniques applied in the subtitle translation of the film *Maleficent: Mistress of Evil* and to evaluate the effectiveness of these subtitles in conveying the intended meaning to the target language audience. The analysis in this research specifically focuses on the translated dialogues of the main character, Aurora. This scope limitation is intended to allow a more in-depth and concentrated examination of how translation techniques are used to deliver the message, nuances, and characterization of the main character to the target audience.

1.7. Status of The Study

Ananda et al., (2019) *An Analysis of Translation Procedures Found in the Translation of Movie Subtitle: Zootopia*, This study analyzes the translation procedures applied in the subtitle translation of the film *Zootopia* from English to Indonesian. The main focus is on how utterances or sentences in the film are translated into Indonesian subtitles, as well as identifying the intended target audience of the subtitles. The researchers used Indonesian subtitles obtained from the website Subscene, a platform where users from around the world can upload movie translations in various languages.

In contrast, the present study focuses specifically on analyzing the subtitle translation of the film *Maleficent: Mistress of Evil*, using Newmark's (1988) translation procedures. Unlike the previous study, which analyzes the subtitles of the entire film, this research narrows its scope by examining only the translated dialogues of the main character, Aurora. This more focused approach allows for a deeper analysis of how specific translation procedures convey meaning, character traits, and emotional nuances to the target language audience. Moreover, while the previous study seeks to determine the target audience, this study emphasizes the effectiveness of translation procedures in preserving the original intent and cultural elements of the source text.

Anggraeni et al., (2018) *Translation Methods and Procedures Found in the Harry Potter: the Chamber of Secrets Movie Subtitle*, This study specifically

discusses the use of the transposition procedure in the English–Indonesian subtitle translation of the film *Epic*. Transposition is one of the translation procedures proposed by Peter Newmark (1988), which involves changing the grammatical structure from the source language into the target language—for example, by altering word classes or word order to make the translation sound more natural and grammatically acceptable in the target language. The aim of this study is to identify the types of transposition used and to explain how this procedure is implemented in the subtitle translation process.

In contrast, the present research *An Analysis of Subtitle Translation Using Translation Procedures by Newmark, (1988)* does not limit itself to a single translation procedure. Instead, it analyzes a variety of translation procedures as outlined by Newmark. Furthermore, the scope of this study is more focused, as it only examines the dialogues of the main character (Aurora) in the film *Maleficent: Mistress of Evil*. This focused approach allows for a deeper and more detailed analysis of how different translation procedures are strategically applied to convey meaning, character development, and emotional nuance to the target language audience.

Thus, the main difference between the two studies lies in the range of procedures analyzed and the object of study. The previous study concentrates solely on the transposition technique applied throughout the entire subtitle of the film *Epic*, whereas the current study covers multiple translation procedures and analyzes them within a narrower but more in-depth context—specifically, the main character in a single film.

Usmany, (2022) *Translation Methods and Procedures Found in the Harry Potter: the Chamber of Secrets Movie Subtitle*, This study discusses the translation methods and procedures used in the subtitle translation of the film *Harry Potter and the Chamber of Secrets* from English into Indonesian. The main focus of the research is on the application of translation strategies, both in terms of methods and procedures, as well as how the translator deals with linguistic and cultural differences in the context of audiovisual translation. The study also emphasizes the importance of subtitle accuracy and appropriateness, especially in a fantasy

genre film that is rich in cultural, magical, and imaginative terminology, to ensure that the Indonesian-speaking audience can fully understand and appreciate the content.

In contrast to this research, the current study entitled *An Analysis of Subtitle Translation Using Translation Procedures by Newmark (1988)* focuses solely on the use of translation procedures as proposed by Peter Newmark (1988), without discussing translation methods in general. Furthermore, the scope of this research is more specific, as it analyzes only the translated dialogues of the main character, Aurora, in the film *Maleficent: Mistress of Evil* (2019). This focused approach allows for a more in-depth analysis of how certain translation procedures are strategically applied to convey meaning, character development, and emotional nuance to the target language audience.

1.8. Organization of the Study

The use of organization is to help the reader understand more clearly about the study. The details are as follows:

1. Chapter 1 – Introduction

This chapter explains the background of the study, the statement of the problem, the purpose of the study, the significance of the study, the research methodology, the scope and limitations of the study, the status of the study, and the organization of the study.

2. Chapter 2 – Review of Related Literature

This chapter explains the approach and the theory that the writer uses in the study.

3. Chapter 3 – Findings and Discussion

This chapter presents the findings and discussion of the study, providing a detailed analysis of the data collected and interpreting the results in relation to the research objectives and theoretical framework.

4. Chapter 4 – Conclusion

The conclusion of this study summarizes the key findings, addresses the research questions and objectives, and offers recommendations for future research based on the results and insights obtained.