

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a complex and essential communication tool, reflecting its users' culture, ideas, and worldview. In an increasingly connected world, interactions between different languages are unavoidable, and this is where translation plays a role. Vinay and Darbelnet (1995), in their book entitled “Comparative Stylistics of French and English: A Methodology for Translation,” define translation as a process that involves the transfer of meaning from one language to another. They emphasize that translation is not simply a substitution of words, but also involves understanding the context, culture, and nuances present in the source text.

Conceptual metaphors are essential tools in language that help us understand and communicate complex ideas through mapping between two different domains. This theory was introduced by Lakoff and Johnson (2003), who state that much of the way we think about the world is shaped by the metaphors we use in everyday language. Conceptual metaphors are ways of thinking that allow us to understand one concept (target domain) through another concept (source domain). These metaphors not only serve as language tools but also reflect the way we think and feel about reality. Lakoff and Johnson (2003) identified three main types of conceptual metaphors that help us understand the world: structural metaphors, orientational metaphors, and ontological metaphors. Structural metaphors form a concept by using another concept, where the source domain and target domain are systematically correlated based on everyday experience. Orientational metaphors relate to spatial orientations such as up-down or inside-out, which arise from people's physical experience of organizing directions in daily life. The last ontological metaphors involve mapping linguistic expressions onto essential concepts, often through personification, enabling the understanding of abstract experiences through more concrete forms.

Oppenheimer (2023) is a historical drama directed by Christopher Nolan and starring Cillian Murphy as J. Robert Oppenheimer, the American physicist known as

the “father of the atomic bomb.” The movie chronicles Oppenheimer's life journey from his studies at Cambridge University to his role as leader of the Manhattan Project during World War II, where he led the development of the world's first atomic bomb. The story also highlights Oppenheimer's inner conflicts regarding the moral consequences of the weapons of mass destruction he created, as well as the political and social pressures he faced after the war. In addition, the movie showcases the dynamics of Oppenheimer's personal relationships and their influence on important decisions in his life. Oppenheimer not only depicts the scientific and historical aspects but also delves into the human side of the central figure in one of the most important and controversial moments in modern history.

Some metaphors may not have direct equivalents in other languages, so translators need to find creative ways to convey the same meaning (Mason, 2004). In this study, the writer will analyze three conceptual metaphors, which are structural metaphor, orientational metaphor, and ontological metaphor, from the movie Oppenheimer and how the strategies are used to translate the film from English into Indonesian. The writer will use Lakoff and Johnson's (2003) theory to analyze the metaphors and Vinay & Darbelnet's (1995) theory to see the translation strategies used. In this research, the writer will analyze seven types of translation strategies, which are Borrowing, Calque, Literal translation, Transposition, Modulation, Equivalence, and Adaptation.

1.2 Statement of the Problem

1. What types of conceptual metaphors are used in the movie *Oppenheimer 2023*?
2. What translation strategies are used to translate the conceptual metaphor in the movie *Oppenheimer 2023*?

1.3 Purpose of the Study

This research aims to identify the conceptual metaphors in the movie *Oppenheimer (2023)* and their translation from English to Indonesian. Specifically, it seeks to identify the types of conceptual metaphors present in the film and analyze how they contribute to its narrative, themes, and character development.

Additionally, the research examines the translation strategies employed to render these metaphors into Indonesian, assessing whether they preserve the original meaning, cultural nuances, and stylistic impact. By doing so, this study intends to provide a deeper understanding of how metaphors function in cinematic discourse and the challenges involved in their translation.

1.4 Significance of the Study

1.4.1 Theoretically

This research is expected to make an important contribution to translation studies, especially regarding the translation of conceptual metaphors in movies. By identifying and analyzing conceptual metaphors in the movie *Oppenheimer* (2023), this research will add to the understanding of how metaphors are used in movies to convey messages and emotions. In addition, this research can also serve as a basis for other studies that address the relationship between language, culture, and art and help develop more applicable translation theories.

1.4.2 Practically

Practically, this study aims to provide benefits for film translators and movie audiences. This research can help translators understand the importance of metaphor in conveying the original meaning of a movie and then choose the right strategy when translating. This study can increase the audience's appreciation of the cultural and linguistic meanings contained in movies.

1.5 Methodology of the Study

This research uses a descriptive qualitative method to analyze conceptual metaphors and the translation strategies in the English and Indonesian Subtitles of the *Oppenheimer* (2023) movie. According to Creswell (2014, p.4), qualitative research is an approach that focuses on understanding the meanings constructed by individuals or groups within their social contexts. This method is suitable for studying translation because it helps to analyze in depth how conceptual metaphors are translated into the target language, taking into consideration linguistic and cultural differences. The qualitative approach allows the writer to explore the complex translation process in *Oppenheimer* (2023) movie by understanding the detailed meaning of metaphors and the choices made by the translator.

1.5.1 Data Source

The source of the data was taken from the biographical movie *Oppenheimer*(2023) directed by Christopher Nolan. The film was released in July 2023 and was produced by Universal Pictures in collaboration with Syncopy and Atlas Entertainment. It runs for approximately 180 minutes and dramatizes the life of J.Robert Oppenheimer, the theoretical physicist who led the Manhattan Project during World War II and later reflected deeply on the moral implications of nuclear weapons. The film presents rich and complex dialogue containing philosophical, scientific, and emotionally charged language, including notable use of conceptual metaphors, making it a relevant and compelling source for this type of translation analysis.

This film was chosen by the writer because *Oppenheimer* (2023) movie for this study can also be based on the film's very high rating and positive reception from critics and audiences alike. The film has a score of around 93% on Rotten Tomatoes https://www.rottentomatoes.com/m/oppenheimer_2023, indicating exceptional reception and excellent quality in terms of narrative, acting, and production. Additionally, the film received a rating of 8.3/10 on IMDb <https://www.imdb.com/title/tt15398776/>, demonstrating high audience satisfaction. With such high quality and international recognition, the film *Oppenheimer* (2023) serves as a representative, relevant, and academically interesting data source for analyzing translation strategies for metaphors in English-to-Indonesian subtitles, as well as examining how these metaphors are preserved and adapted to be accepted by the target language audience.

The data of this study consists of the English and Indonesian subtitles of the movie *Oppenheimer* (2023), meanwhile, the object of the research is the conceptual metaphors found within these subtitles. Conceptual metaphors are analyzed based on the theory proposed by Lakoff and Johnson (2003), which explains how metaphors shape understanding by mapping one conceptual domain onto another. There are three types of conceptual metaphor according to Lakoff and Johnson, which are structural metaphor, orientational metaphor, and ontological metaphor. For translation strategies, this study applies Vinay and Darbelnet's (1995) framework, which categorizes translation strategies into

seven types, such as borrowing, calque, transposition, modulation, equivalence, and adaptation. This combined theoretical approach enables a comprehensive analysis of how conceptual metaphors are transferred from English (source language) into Indonesian (target language) in the movie subtitles.

1.5.2 Data Collection

Data collection in this study uses a non-participant observation method, a qualitative research technique where the writer observes the subject without direct involvement or interaction with the movie production and translation team, following Cohen, Manion, and Morrison's (2018). According to Mahsun (2017) and supported by broader qualitative research literature, non-participant observation allows the writer to collect natural and unbiased data by maintaining an external and passive stance toward the phenomenon under study. Within this method, several techniques are employed, notably the *sadap* technique, where the writer carefully monitors and "taps into" the linguistic content presented, and the *simak bebas libat cakap* (SBLC) technique, where the writer acts solely as an observer without participating in or influencing the language event. Following the listening and observation phase, the *catat* technique (note-taking) is applied to systematically write the relevant language data for analysis.

In this research, the writer watched the *Oppenheimer* (2023) movie on the Netflix platform, attentively noting the English dialogues and the Indonesian subtitles without engaging in the translation or production process, fully aligning with the principle of non-intervention under SBLC. The original English Script was also obtained from the publicly available source at <https://assets.scriptslug.com/live/pdf/scripts/oppenheimer-2023.pdf>, Script Slug, serving as a textual reference to complement the observations of the subtitles during film viewing. This approach ensures the naturalness and authenticity of the data collected, reflecting both scripted dialogue and its rendered translation as experienced by audiences. By applying the listening and note-taking techniques under Mahsun's (2017) framework, the researcher systematically collected and organized subtitle lines containing conceptual metaphors.

1.5.3 Data Analysis

To analyze the collected data, the writer uses the equivalence matching technique (*padan*). Based on Mahsun (2017), the equivalence matching technique is a method used to compare linguistic units, either within the same language (intra-lingual) or between different languages (extra-lingual). Mahsun explains that extra-lingual equivalence involves analyzing language elements beyond linguistic forms, such as cultural, social, and contextual factors that influence meaning and usage (Mahsun, 2017, p.379). This method uses comparison techniques called *hubung banding menyamakan* (matching equivalence) and *hubung banding membedakan* (differentiating equivalence) to systematically identify similarities and differences between the source and target language units. In this study, the writer uses extra-lingual to analyze the data of translation strategy based on Vinay and Darbelnet's (1995) model.

The writer uses matching equivalence to break down the source domain and target domain from the conceptual metaphor and analyzes the semantic features and conceptual mapping based on Lakoff and Johnson's theory (2003). The writer organized the selected metaphorical expressions into a table consisting of two columns. The first column contains the source domain, and the second column shows the target language. This breakdown allows the researcher to determine the type of conceptual metaphor involved by examining the underlying source and target conceptual domains (source domain and target domain). This method facilitates a clear and systematic comparison of how conceptual metaphors are transferred, adapted, or transformed in the translation process of the movie *Oppenheimer* (2023). In summary, this study was initially conducted by:

1. The writer watched the movie *Oppenheimer* (2023) on Netflix while identifying dialogues that contain conceptual metaphors. The writer uses subtitles and scripts in the analyzed movie. After that, data in the form of English dialogue and its translation in Indonesian subtitles will be collected using listening and note-taking techniques.
2. The metaphors found are analyzed based on the theory of Conceptual Metaphor Theory (CMT) by Lakoff and Johnson (2003), which divides

metaphors into three main categories: Structural Metaphors, Orientational Metaphors, and Ontological Metaphors.

3. The writer organized the collected data into a table to allow easier knowledge of the source domain, target domain, semantic features, and mapping from the data found.
4. The translation strategies used were analyzed using the theories of Vinay & Darbelnet (1995), which divide translation strategy into seven types: Borrowing, Calque, Literal translation, Transposition, Modulation, Equivalence, and Adaptation.

1.6 Scope and Limitations

The scope of this study is limited to the analysis of conceptual metaphor and the translation strategies found in the subtitles of the movie *Oppenheimer* (2023). The analysis is guided by Lakoff and Johnson's (2003) Conceptual Metaphor Theory (CMT), which classifies metaphors into three types: structural, ontological, and orientational. In addition, the study applies Vinay and Darbelnet's (1995) model of translation strategies, which includes borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. For a detailed analysis of conceptual metaphor, 10 representative examples were selected, which include 5 structural metaphors and 5 ontological metaphors. For focused analysis, 10 translation strategy cases were examined, which include 2 borrowing, 2 literal translation, 1 transposition, 2 modulation, and 3 equivalence. These limitations help the study stay focused on the linguistic and cognitive aspects of metaphor translation, especially in the context of film subtitles.

1.7 Status of the Study

The Faculty of Letters and Languages at Universitas Kristen Indonesia has conducted numerous studies on translation techniques and figurative language in movies, songs, poems, and other media. Previous studies on the same theme have been conducted at other universities, especially metaphors, including:

1. Sri Rahayu Muntaha (2014) analyzed metaphor translation in Danielle Steel's novel *The Ghost* using a qualitative descriptive method. In this study, they were classified based on Peter Newmark's (1988) metaphor theory. The

results of the study show that both types of metaphors were found, with the reduction procedure being the most frequently used translation strategy (20.29%). This study focuses on written literary texts and analyzes various translation procedures according to Peter Newmark's theory, such as reduction, paraphrasing, modulation, and others, to ensure that the meaning of the metaphors is conveyed in Indonesia.

2. Khilda Nida Maulida (2015) researched the translation of metaphors in the subtitles of the film 300: Rise of an Empire using a descriptive qualitative method. She identified types of metaphors such as anthropomorphic, animal, abstract to concrete, and synesthetic. The dominant translation strategy was to translate metaphors into metaphors by reproducing the same imagery to preserve meaning and stylistic effects. This study highlights the challenges of translating metaphors in an audiovisual context with the limitations of subtitle space and time. This study used a descriptive qualitative method with content analysis techniques on the film subtitles. In terms of translation strategies, this study uses Larson's theory of translation strategies and identifies several metaphor strategies, such as translating metaphors into metaphors with the same imagery, metaphors into metaphors with different imagery, metaphors into metaphors with the addition of similes, and metaphors into non-metaphors. The results of the study show that the most dominant strategy used by translators is metaphor, with the reproduction of the same imagery, which means that translators strive to maintain the original metaphorical imagery from the source language to the target language so that the meaning and stylistic effect are conveyed. The study also highlights that translating metaphors in film subtitles presents unique challenges due to space and time constraints, which often force translators to adapt the text to ensure the message is effectively conveyed to the audience.
3. Siegfrieda A. S. Mursita Putri (2019) analyzed the translation of metaphors in the subtitles of the film Sherlock Holmes 2: A Game of Shadows (2011). The main focus is on the challenges of translating metaphors that contain specific cultural meanings, making them difficult to translate naturally, so

that translators sometimes tend to omit the metaphors. This study uses the Combined Strategies proposed by Lindquist (in Pedersen, 2015) as an analytical framework. Out of the total 42 metaphors identified, consisting of 32 were analogies, 9 were personifications, and 1 image metaphor, with no proverbs present. Five of the nine translation strategies identified in this theory were used by subtitlers, with the most dominant being word-for-word translation (18 metaphors, 42.86%) and paraphrasing (16 metaphors, 38.09%). Other strategies found include type 1 substitution (14.29%), type 2 substitution (2.38%), and compensation (2.38%). No omission strategy was found. The research results indicate that although there was no omission of metaphors, the resulting translation tended to be less natural and less successful in transferring the cultural meaning of the original metaphors from the source language to the target language.

4. Anone, Putri, and Winarta (2023) analyzed the types of conceptual metaphors used in the novel *Dear Evan Hansen: The Novel* by Val Emmich, Steven Levenson, Benj Pasek, and Justin Paul. The main objective of this study is to identify the types of conceptual metaphors that appear in the dialogue and narrative of the novel. The study uses a qualitative descriptive method with data collected from the digital version of the novel and refers to the Conceptual Metaphor Theory developed by Lakoff and Johnson (2003). The results of the study reveal that there are 155 conceptual metaphors, consisting of three main categories: structural metaphors, orientational metaphors, and ontological metaphors. Structural metaphors were found to be the most dominant, as the author used them as a way to help readers understand concepts by presenting them through other concepts, particularly those related to readers' everyday experiences. These metaphors effectively describe the chaos arising from the ongoing lies in the story.
5. Septiyana, Anisa (2019) analyzes the meaning of conceptual metaphors in Owl City song lyrics using a qualitative approach. This study aims to identify the types of conceptual metaphors found in song lyrics and analyze the conceptual metaphors found in Owl City songs. This study uses the

Conceptual Metaphor theory developed by Lakoff and Johnson (2003). The results of the study revealed 36 conceptual metaphors in the song lyrics, and from these 30 metaphors, 40 sentences containing metaphorical expressions were analyzed. Each metaphorical expression has a specific meaning according to the context created by the songwriter.

Compared to the previous studies, this research is different from significantly different in scope, method, and theoretical foundation. This study uses subtitles of the historical-scientific film *Oppenheimer* (2023) as the source data, which includes verbal metaphors only, excluding visual or non-verbal cues. It applies Conceptual Metaphor Theory (CMT) by Lakoff and Johnson (2003) to identify and categorize metaphors into three types: structural, ontological, and orientational. Moreover, it systematically analyzes translation strategies using Vinay and Darbelnet's (1995) model, which includes seven translation procedures: borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. Previous studies often used more general classifications or did not combine both CMT and a translation strategy framework in detail. This research also uses an extralingual equivalence analysis technique (Mahsun, 2017), involving detailed source domain and target domain mapping, which is rarely found in earlier works. As such, this study provides a deeper linguistic and cultural insight into the translation of conceptual metaphors, especially in the context of subtitled audiovisual media that carry philosophical and scientific content.

1.8 Organization of the Study

1. Chapter I introduction. This chapter introduces the research topic of metaphor and translation strategy in the movie *Oppenheimer* (2023). This chapter explains the background of the study, statements of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitations, and status of the study.
2. Chapter II review of related literature. This chapter presents a review of relevant literature with a focus on Lakoff and Johnson's (2003) theory of conceptual metaphor and Vinay and Darbelnet's (1995) theory of translation strategies. An explanation of the categories of metaphor-structural,

orientational, and ontological is provided to support the analysis. In addition, previous research related to the translation of metaphors in movies is also discussed to provide context and foundation for this study.

3. Chapter III findings and discussion. This chapter presents the findings of the analysis of the conceptual metaphors identified in the movie *Oppenheimer* (2023). Each type of metaphor is classified based on Lakoff and Johnson's (2003) theory, while the translation strategies are analyzed using Vinay and Darbelnet's (1995) theory approach.
4. Chapter IV conclusion and suggestion. This chapter contains the conclusion and suggestions from the study that has been conducted.

