CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation is defined as the process of transferring meaning from one language to another. As Munday (2018) explains, "The process of translation between two written languages involves changing an original text from a source language into a target text in the target language." In the era of globalization, translation serves as a vital medium for cross-cultural communication and the dissemination of knowledge, information, and creative works to global audiences. This process goes beyond simple linguistic substitution. Translation bridges gaps between cultures, disciplines, and perspectives by making texts accessible to non-native speakers.

Translation plays a crucial role in many media, particularly movies, by providing subtitles. Subtitling allows audiences to engage with the original form without altering the content of the movie in other languages, making it the most common and accessible form of language in media consumption. Subtitles provide real-time translated text on screen, allowing the audience to understand foreign language content without changing the original elements (Díaz Cintas & Remael, 2021). This is particularly important when movies use technical, cultural, or domain-specific terminology that needs to be accurately and clearly translated.

In the broader field of translation studies, there has been extensive exploration of the challenges of translating specialized or technical terminology. These fields are characterized by highly specific vocabulary that often lacks direct equivalents in the target language. This requires translators to adopt various strategies to ensure clarity, accuracy, and functional relevance. Many translation studies have been conducted over the years to analyze the translation of domain-specific terminology in various fields, such as automotive, medical, legal, and scientific texts. These studies have emphasized the importance of conveying specialized meaning accurately. However, the translation of technical terms in

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cinematic contexts, such as movie subtitles, has not been widely explored despite the growing attention on specialized translation. This indicates a gap in translation studies, especially considering the unique challenges posed by using domain-specific language in a limited amount of space with a dynamic narrative. This study analyzes the translation of technical terms in the movie *Gran Turismo* (2023), which includes motorsport-specific terminology in its story.

Though many studies have been conducted in various fields, the translation of technical racing terms, particularly in the movie, has received less attention. This has created a significant research gap, especially as movie-based on motorsports becomes increasingly popular. For example, the movie *Gran Turismo* (2023), a biographical sports drama directed by Neill Blomkamp, tells the story of Jann Mardenborough, a teenage video game enthusiast who becomes a professional racer through the GT Academy program. The movie presents an authentic representation of the motorsport world by using technical terms such as *downforce, rev matching, oversteer, slipstream,* and *rear wing.* These terms are important for the accuracy and conveying the specialized knowledge within motorsports terminology. Therefore, translating these terms requires maintaining the technical accuracy while ensuring the audience's comprehension.

Gran Turismo presents an ideal case study for analyzing how technical language is handled in the translation process, especially when there is no suitable equivalent in the target language. The study aims to analyze the translation strategies used to translate testing terms from English into Indonesian in the movie *Gran Turismo* (2023). The analysis focuses on strategies for dealing with non-equivalent words, using Baker's (2018) theoretical framework. This from work classifies strategies such as paraphrasing using related words and unrelated words, paraphrasing using more general words, cultural substitution, borrowing, loanword or loanword plus explanation, more natural or less expressive words, illustration, and omission. This study provides a depth analysis of how the specialized language of motorsport is transferred across linguistic and cultural boundaries, and how this translation choice influences to conveyance and reception in the target language.

1.2 Statement of the Problem

In the process of translating context-specific languages such as technical terminology, translators face challenges related to accuracy, incongruence, and cultural differences. *Gran Turismo* is a film that has many technical terms that require consideration when translated into Indonesian. To understand how these terms are translated into Indonesian, this study was conducted to answer the following research questions:

1. What are the racing terms found in the movie *Gran Turismo*?
2. What translation strategies are used to translate technical racing terms in the movie *Gran Turismo*?
3. What type of translation strategy is the most dominant in translating the technical racing term in the movie *Gran Turismo*?

1.3 Purpose of the Study

Based on the research question above, this study aims to achieve the following: This study examines how technical racing terms are translated in the movie *Gran Turismo* (2023). The study describes the technical racing terms that appear in the movie, analyzes the translation strategy to translate the term into Indonesian, and determines which strategy is the most dominant. It aims to contribute to a deeper understanding of how the main specific terminology is handled in translation, particularly in the movie, subtitle in movie subtitles involving specialized language.

1.4 Significance of the Study

Theoretically, this research contributes to the understanding of how technical racing terms are translated from English into Indonesian by using the theory proposed by Baker (2018). By examining the strategies used to translate and identifying which type is most dominant. The research conducted aims to add to the existing literature on technical translation and provide an example for a specific language in a specific domain.

Practically, this research can benefit translators, especially those interested in translating terms in sports, film, and other specialized fields. It is also expected to help raise awareness of the importance of accurate terminology in improving audience understanding of racing-related issues in translation.

1.5 Methodology of the Study

This study employs a descriptive qualitative approach to analyze the translation strategies employed for technical racing terms in the Indonesian subtitles of the movie *Gran Turismo* (2023). According to Creswell and Creswell (2018), qualitative research explores and understands the meanings individuals or groups assign to human or social issues. This method is relevant because it explores how meaning is constructed and conveyed in the language, particularly in the context of field-specific vocabulary. This study focuses on how technical racing terms are translated from English into Indonesian, especially when these terms do not have direct equivalents. The methods used in non-participant observation involve the researcher observing the data source objectively without interfering with it (Sugiyono, 2013). The study focuses only on technical racing terms and expressions that belong to the specialized fields of motorsports, and how these terms are translated in the movie.

The primary source of data is the movie *Gran Turismo,* directed by Neill Blomkamp and released in 2023, which is based on the true story of Jann Mardenborough, and the movie contains a lot of dialogue related to racing terms. The movie contains many specialized terms commonly used in the context of motorsport, making it a suitable object for the study. The data consist of lexical items, work words, and phrases identified as technical terms in the English dialogue, along with the Indonesian translation sound in the subtitle. To share the duty of the terms analyzed, this study uses the official Formula 1 terminology as a reference to confirm that is selected item truly falls under the category of motorsport terminology.

Data was collected using a non-participant observation method, combined with *simak dan catat* (listening and note-taking) techniques as described by

Sudaryanto (2015), which involved careful observation of the data and noting down the terms for analysis. The writer watched the movie multiple times, writing all technical terms that appeared in the dialogue, and then matched each term with its translation in the Indonesian subtitles. The next step was to classify using the word-level translation strategy framework by Baker (2018), which consists of translation by more general words, more natural or less expressive words, cultural substitution, loanwords with explanation, paraphrasing using related or unrelated words, omissions, and illustration. This classification was crucial for identifying how each term was translated in the subtitle.

Furthermore, in order to determine racing terms, the writer used Cabrè's (1999) theory to classify the data. This study also used a descriptive approach by using Baker's (2018) framework to analyze and evaluate the translation strategies employed for each technical racing term. The analysis considered aspects of the meaning, accuracy of terms, and understandability for Indonesian audiences. Through a comparative analysis of the source text and target text in depth, the writer evaluates whether the strategies used to maintain the meaning of technical terms and remain easy to understand for audiences who do not come from a racing background. The final step of the analysis was to identify the most dominant translation strategy used throughout the film. To determine this, the frequency of each strategy was calculated using the following formula by Sudijono (in Kristiana (2022):

$$P = \frac{O}{T} \times 100\%$$

P = Percentage

O = Occurrence

T = Total data

Where P is the percentage of a particular strategy, O is the number of times that strategy occurred, and T is the total number of technical terms analyzed. This percentage is based on the analysis conducted to identify the most frequently employed strategy and determine the dominant approach to domain-specific terminology. This study focuses on the translation of technical racing terms from a

lexical and strategic perspective and does not examine audiovisual translation as a broader discipline, although the data were derived from a subtitled film.

1.6 Scope and Limitations

This study is focused on analyzing the translation strategies used in translating the technical racing terms from English into Indonesian in the movie *Gran Turismo* and finding the most dominant strategy used to translate the technical terms. The scope of this study is limited to specific vocabulary related to motorsports, such as racing techniques, car components, driving maneuvers, and competition-related terms that appear in the dialogue of the movie. The analysis is based on Baker (2018), A framework of translation strategies to deal with word equivalence. This study will not examine other aspects of translation, such as syntax, cultural references outside the domain of racing, dubbing, and subtitle format. This study is also limited to the official Indonesian translations provided by Appel TV and does not include fan-made translations. Additionally, this study will not engage with the sociolinguistics aspect of the translation, such as regional variation, register shift, and social identity. The main focus is to identify which strategy is the most dominant in translating technical racing terms in the movie.

1.7 Status of the Study

Research on the translation of technical terminology has been widely conducted in various specialized fields, particularly in domains such as automotive, medical, legal, and scientific contexts. These studies generally emphasize the importance of accurately transferring the meaning, maintaining the clarity, and ensuring terminological consistency, especially when dealing with the domain-specific expressions that lack direct equivalents in the target language. In this context, a translator must have not only linguistic competence but also an understanding of the subject they are translating. Nevertheless, most of these studies focus on written or academic texts. There has been a lack of research on the translation of technical terms in the movie, particularly those related to racing or motorsports.

For example, Aldawsari (2023) examined the difficulties and methods involved in translating automotive terminology from English to Arabic, using data from automotive brochures. This study emphasizes the importance of achieving equivalents, particularly when dealing with technical terms that lack direct equivalents in the target language. Meanwhile, Ricardo (2023) examined translation strategies used in engineering students' thesis abstracts, identifying several strategies from Baker's (2018) framework. The study found a significant use of generalization, which reflects the impact of English terminology on technical academic writing.

Furthermore, Hindami (2019) explains the translation of automotive terms in the Yamaha NMax Owner's Manual. In the study, eight strategies were identified, finding that the translations using established equivalence produced the highest quality. The study emphasizes the impact of selecting the appropriate translation strategy on the quality of manuals. Saptaningsih (2018), on the other hand, analyzes how novoice translation handles technical terms in this test management news article. The study highlights the correlation between translation techniques and text quality. Therefore, not focusing on automotive terms, the study reinforces the importance of context, without understanding in technical translation.

Additionally, Sekarsari (2019) compares the subtitle version of the movie Cars on DVD and online platforms. The study identified the strategies used by each subtitle and found that the subtitles were more accurate and acceptable, especially when the techniques of established equivalence and pure borrowing were applied; however, they deal with automatic themed content in an animated film and do not reflect the world, racing terminology, or consider the demands of life action subtitling.

The research presented above shows that a significant number of studies have been conducted on the translation of automotive and technical terms, especially in the written form, such as manuals, brochures, and academic texts. Although some studies have already explored the translation of terminology in general, this study attempts to explore the challenges that are specific to racing

terminology in a movie. These are the challenges that the study addresses. Instead of focusing on general automotive or technical terms, this study focuses specifically on technical racing terms in the subtitle of the movie Gran Turismo (2023), using Baker's (2018) framework of translation strategies. The aim is to identify how translation handles non-equivalence and maintains contextual accuracy when translating racing-specific terminology. Through its focus on the specifics of the technical domain racing culture, this study provides a new perspective that has not been widely explored in existing literature.

1.8 Organization of the Study

This research is organised into four main chapters, each of which has the following focus of discussion:

- Chapter I: Introduction. This chapter explains the background of the study, statement of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitations, and status of the study. This chapter aims to provide an understanding of the context and importance of the research conducted.

- Chapter II: Literature Review. This chapter discusses the theories relevant to the research topic. It discusses the key concepts related to translation studies, translation strategies by Baker (2018), technical terms, subtitling, and racing as domain-specific language.

- Chapter III: Findings and Discussion. This chapter provides a collection of data from the movie *Gran Turismo,* which includes the selected technical racing terms and the Indonesian translation. It also analyses the translation strategies applied to the terms using Baker's (2018) theory and identifies the most dominant strategy.

- Chapter IV: Conclusion. This chapter summarizes the findings of the study, draws conclusions based on the analysis, and provides suggestions for future research or practical application in the field of translation.